EFFECTS OF COUPONS ON BRAND CATEGORIZATION AND CHOICE PROCESSES OF FAST FOOD IN CHINA

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ABSTRACT

This study, first of all, tests the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in the context of the choice of fast-food restaurants in China. It also examines the effects of coupons on *attitudes* and *intention* of the two models.

By supporting the hypothesized profiles of the four brand categories (*consideration, hold, foggy and rejects sets*), the results empirically validate the Brisoux-Laroche Brand Categorization Model. Also by examining the relationships between *brand cognitions, attitudes, confidence* and *intention* among the focal and its competing brands, the Laroche Competitive Vulnerability Model is supported.

Coupon incentive is suggested to have positive effects on the same brand's attitude and intention, and negative effects on the competing brands' attitudes and intention. Cultural dimension and fast-food brand profiles in China are discussed. Suggestions for future research and managerial implications are provided.

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INTRODUCTION

In today's fiercely competitive and increasingly global markets, consumers are faced with much greater information and choice (Laroche & Toffoli 1999). According to Moriarty (1991), a consumer is exposed to more than 3000 commercial messages in a typical week. In the age of information and choice overload, how consumers make their choice of brands in multibrand situations is more important than ever before.

A body of research has appeared over the last decades on numerous brand selection processes. Howard (1963) was the first to conceptualize the brand categorization process. Later on, Howard himself and several other scholars further elaborated the concept of brand categorization process (Howard & Sheth 1969; Narayana & Markin 1975). Until 1980, Brisoux and Laroche formally proposed an expanded Brisoux-Laroche Brand Categorization Model, has the concept of brand categorization process been acknowledged. According to the Brisoux-Laroche Brand Categorization Model, when faced with a large number of brands in a product category, consumers will categorize these brands into the foggy set, reject set, hold set and consideration set respectively, and only the brands in the consideration set will be further pursued by the consumers. The brand cognitions, attitudes and purchase intentions are more positive in the consideration set than in other sets.

Within the consideration set, there can still be several available brands for choice. Another model named the "Laroche Competitive Vulnerability Model" provides a further explanation of how consumers make a final purchase choice within the consideration set. There are many factors that may influence the consumer's purchase decision-making, the competitive relationships among these brands provide the fundamental links to explain the brand selection process within the consideration set. Consumers may compare brand cognitions and attitudes toward different brands to develop purchase intentions (Laroche, Hui and Zhou 1994).

Although some studies have been conducted empirically to test the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model (e.g., Laroche, Rosenblatt, & Sinclair 1984; Church, Laroche & Arvanitis 1992; Laroche & Matte 1993; Laroche & Toffolli 1999; Laroche & Parsa 2000; Laroche, Hui, Zhou 1994; Laroche 2002; Laroche & Teng 2001 etc.), almost all of them have tested the two models separately. Our study aimed to test the link between the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model.

According to Laroche & Parsa (2000), the consumer's brand categorization process in multibrand situation is one of the least understood yet important phenomenon in the marketing of fast food restaurants, we therefore selected fast food restaurants as the brand choice in this study.

Although both the Brisoux-Laroche Brand Categorization Model and Laroche Competitive Vulnerability Model have received significant attention in market research, most previous studies of the two models have been conducted only in North America that has more individualistic tendency (Hofstede 1991). Given globalization trend in marketing, it is necessary to understand if the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model are also valid in other countries, especially in oriental countries that have different cultures. China was selected to test this model, because with its huge potential and rapid economic growth, many foreign marketing investors are concentrating their views on the China market. According to the State Administration of Internal Trade (2000), China's fast food industry reported that the business volume of the fast-food industry had reached 75 billion RMB yuan (US$ 9 billion) in 2000 with a huge growth of more than 20 percent a year, and the China fast-food market is one of the most rapidly developing and growing fast-food markets in the world. On the other hand, while foreign fast-food giants are accelerating their expansion in China, some Chinese fast-food companies are also stepping up their development plans. There were approximately 500,000 enterprises engaged in fast food catering throughout China in 2000 according to the State Internal Trade Bureau (SITB). Accordingly, when purchasing fast-food, Chinese consumers are faced with multi-brand choices, including both various traditional Chinese fast-food and various foreign fast-food, we therefore believe that choosing fast-food restaurants in China as the brand choice is an appropriate way to do our research.

In addition, in this study, we have also tested the effects of coupon incentive on Chinese consumer's attitude and behavior. Although a coupon is a very widely used promotional tool in western countries, and many literatures suggest that coupon incentives can positively influence consumer's buying behavior (e.g., Dahl, Gorn & Weinberg 1999; Ben-Zion et al. 2000; Chapman 1986; Taylor 2001; Chen et al.1998; Dhar, Hoch 1996; Allen et al. 1993; McGuinness et al. 1995; Ailawadi et al. 2001), the use of a coupon is still relatively new in China, and there is a lack of knowledge about how Chinese consumers react to coupon incentives.

Furthermore, although many studies have supported the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model, no promotional factors were included in the tests of the two models. If a focal brand's coupon can positively affect consumer's brand's attitude and intention toward that brand, according to the Laroche Competitive Vulnerability Model, will coupons also negatively affect a consumer's attitude and intention toward the competing brands?

On the other hand, for different brand sets in the Brisoux-Laroche Brand Categorization Model, will a coupon have the same or different effects on attitudes and intentions toward the brands? For example, if in the consideration set, a focal brand's coupon incentive can positively impact consumer's attitude and intention toward that brand; will a coupon have the same effect on brands in the reject or foggy set? This kind of topics has never been studied before.

Objectives:

Therefore, the major objectives of this study are to:

(1) test the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model using fast-food restaurants in China;

(2) explore the effects of coupon incentives on Chinese consumers as well as on the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model;

(3) explore the Chinese score on the individualism/collectivism dimensions for a culture test;

(4) understand the Chinese fast-food market situation and provide useful information for fast-food industrial marketers.

Significance:

This study is significant for the following reasons:

First, this study fills the void by testing the link between the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in China.

Second, this study may bring some theoretical values to the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model. The effects of a focal brand's coupon incentive on competing brands have some theoretical values to the further research of the Laroche Competitive Vulnerability Model. Also for the first time, it explores how coupon incentives differently affect attitudes and intentions towards brands in different brand sets of the Brisoux-Laroche Brand Categorization Model.

Third, the culture difference of collectivism/individualism dimension was only tested in Hong Kong and Tai Wan (Hofstade 1991), mainland China hasn't gained enough attention in this field. Since the culture of mainland China is somewhat different from Hong Kong and Taiwan, the results of this study can fill the void in Hofstade's Collectivism/Individualism Theory.

Fourth, the result of this study can bring some practical value for marketers in the Chinese market. By validating the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in China, marketers can better understand Chinese consumer's purchase processes, and in turn, can better develop different marketing strategies for different stages of products. For instance, the marketing strategies for products categorized by most consumers in the consideration set and the hold set should be different.

On the other hand, the results of the effects of coupon incentive on Chinese consumers can provide marketing managers some useful advice about how to take advantage of coupon incentives in the Chinese market. Furthermore, market research of fast-food industry in China is very limited, and most fast-food companies lack an understanding of the fast-food category. Thus, this study can provide marketers with a lot of valuable information, such as the attributes of fast-food choices, the fast-food purchasing habits of Chinese consumers etc. which can help practicing marketers to better understand Chinese consumers' attitudes and behaviors in the fast food category.

Our introduction will start with the description of the fast-food situation in China, followed by the conceptual foundation of this study, and the methodology employed to address the research questions and then the results and conclusions that can be drawn from this study. A discussion will then follow about the shortcomings of this study as well as the managerial applications. Lastly, potential future research that may help eliminate some of the limitations and generate new findings will be suggested.

THE CONTEXT OF THE STUDY: FAST FOOD SITUATION IN CHINA

China's fast food market has been expanding at a yearly rate of more than 20 per cent over the last decade, attracting aggressive competition from some of the biggest global players.

In the 1990s, when the GNP increased by 78%, the Chinese fast food industry experienced an annual growth rate as high as 20%, with profit level of between 10% and 20%. The fast food industry has become an important power supporting for the sustainable development of catering industry and a new point for economic growth in China. By the end of 1996, there were about 800 professional fast food enterprises all over the country, with more than 4000 chain operation enterprises, and nearly 400,000 fast food restaurants. The annual revenue of the fast food industry had reached to RMB 40 billion (US$ 5 billion), accounting for one-fifth of the revenue in the catering industry (Beijing Business News, Nov 24, 2000).

In 2000, there were approximately 500,000 enterprises engaged in fast food catering throughout China (the State Internal Trade Bureau 2000). Fast food is the fastest growing sector of the market. According to the State Administration of Internal Trade (2000), China's fast food business volume of the fast-food industry reached RMB 75 billion (US$ 9 billion) in 1999, accounting for one third of the revenue of the entire catering industry, which increased by more than 20% compared to the previous year, and 7% higher than the growth rate of the catering industry. The modern fast food enterprises and chain firms accounted for 30 percent of the total.

It is predicted that the fast food restaurants will grow 11 percent annually in the years to 2010 (Beijing Business News. Nov 24. 2000). Some experts also predict that more foreign fast food companies will enter the Chinese market in the next few years in the wake of the nation's entry into the World Trade Organization (WTO). Since fast food is closely related to the rapid economic growth. the Chinese fast food industry will be bound to demonstrate a broad market prospect and great market potential with the rapid development of the Chinese Economy.

Lettuce. tomatoes. hamburger patties. chicken parts. and French fries are some of the standard building blocks of Western-style fast-food meals anywhere in the world. These meals have found a receptive market in China. where the proliferation of fast food restaurant chains has been rapid. For some years in China. the major western fast food chains. such as McDonald's and Kentucky Fried Chicken. have been breaking world sales records. Their successes have led these companies to make major expansion plans for the rest of the millennium.

McDonald's Corp. the world's largest fast food chain. has in the United States more than 13.000 outlets. while it has currently only about 300 in China. McDonald's plans to dramatically increase its presence in China by adding at least 100 outlets across the country each year. according to the president of the McDonald's China Development Corp. (Asiainfo Daily China News: Aug 30. 2001).

Kentucky Fast Food Restaurants have already established over 370 chain stores in China. It is estimated that at the end of the year 2001. the number of chain stores will increase to 400. Kentucky Fast Food Restaurants have already had 280 material suppliers in China and over 23.500 staff and more than 5.000 managerial personnel.

Every year, they spend over one-billion-RMB (around 150mn US$) buying chicken, vegetables, equipment and construction materials. KFC (Kentucky Fried Chicken) outlets in China can be unusually demanding: some units, for example, have reported serving up to 20,000 customers in a week, ten times the average number of meals served at a typical franchise in the United States. KFC Corp alone enjoys a massive 2 billion RMB (US$240 million) share of the market, according to the investigation (Asiainfo Daily China News Oct 16, 2000).

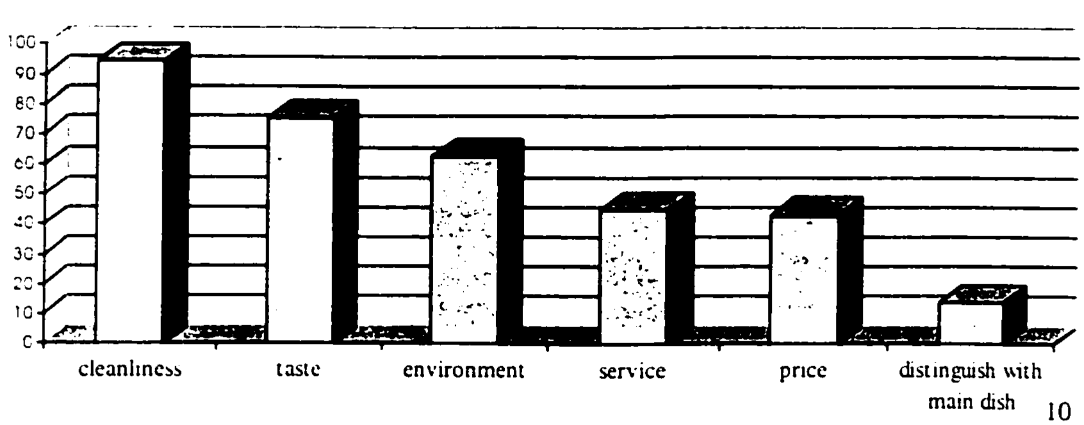
Fast-food restaurants in east China can be classified as Western-style or those specializing in Chinese food. Another important category is chain restaurants. Most Chinese are attracted to foreign fast-food restaurants because of: good service (compared to most Chinese restaurants), pleasant surroundings, high hygienic standards, fast, modest pricing, and consistent food quality. These qualities are considered the Western/American way. These factors, along with strategic locations, assembly line methods, effective management policies, and workflow procedures, mean that foreign fast-food chains are poised for rapid, large-scale expansion.

Noticing the ever-crowded foreign fast -food restaurants, many aspiring Chinese entrepreneurs are also entering the fast-food industry. The Chinese fast food industry has a comparatively short history. Chinese-style fast food restaurants only really emerged after Western fast-food companies such as KFC and McDonald's entered China in 1987. Since then, some Chinese fast food sectors have learned Western advanced management techniques and developed rapidly. Many others, however, are still hesitating to draw up well-defined strategies to cope with the challenges ahead. The Ministry of Internal Trade has taken various special measures to support the domestic fast-food industry. The result has been an enormous growth in the number of fast-food restaurants. At the end of 1995, with fewer than 200 US counterparts, there were over 280,000 registered Chinese fast-food restaurants across China. Experts of the State Administration for Industry and Commerce pointed out that most Chinese fast food companies lacked management experience, financial resources and capable personnel, compared with those transnational giants like McDonald's and Kentucky.

According to Asiainfo Daily China News (Dec 14, 2000), the top three winning Chinese dishes are Beijing Quan Ju De roast duck, Tianjin Gou Bu Li steamed stuffed buns, and Lanzhou hand-pulled noodles, all well-known traditional Chinese meals that the experts recommended to be fast-food test items for the Chinese public. In recent years, Malan hand-pulled noodle has developed 361 fast food restaurants in China. It has become the brand with the target chain of Chinese restaurants. Beijing Quan Ju De roast duck has 59 chain restaurants, while Tianjin Gou Bu Li steamed stuffed buns has 35 chain restaurants in China.

In April 2001, a famous China local market research company Hua Tong Corp. did a fast food survey among 401 consumers in seven cities. The mention rates of most important attributes when choosing a fast-food restaurant are graphically presented in Figure 1 below:

Figure 1: The mention rate of attributes in selecting fast food: %



The brand awareness of fast food (including all western and traditional Chinese fast food) and the major fast food brands are ranked in Table 1:

Table 1: The brand awareness of fast food in China

Ranking (No.)	Brand name	Mention Rate (%)	"*": western food
1	Kentucky	95.7	*
2	Mcdonald's	95	*
3	Malan hand-pulled noodles	92	
4	Beijing Quan Ju De roast duck	90.1	
5	Tian Jin Gou Bu Li steamed stuffed buns	83.7	
6	Pizza Hut	83.7	*
7	California Noodles	80.9	
8	Adeyong	79.4	*
9	Yong He Dou Jiang	77.3	
10	Rong Hua Chicken	69.5	
11	Dekson	68.1	
12	Lottery	2.1	*
13	Kang Kang	1.4	
14	Korea Cold Noodles	0.7	
15	Jie Ye Jia	0.7	*
16	Xi Mai Lin	0.7	*

Since the top 11 brands' awareness is much higher than the rest of the other brands, these top 11 brands were selected in our study.

THEORETICAL BACKGROUND

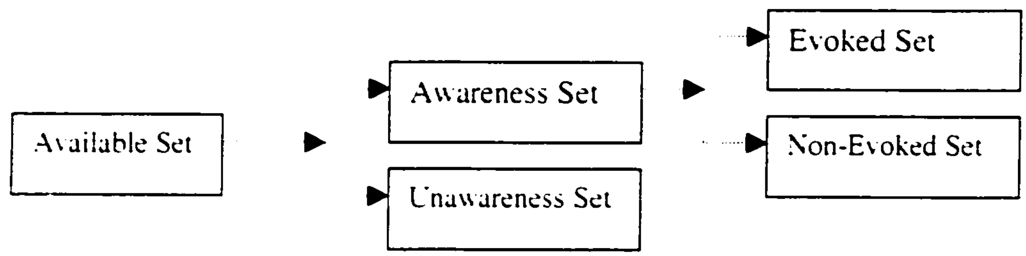
The Development of Conceptualization of Brand Categorization:

Early in 1950's, given the phenomenon that more and more brands and information were provided to consumers, researchers realized consumers might experience information overload and couldn't consider all the brands equally when they make a purchase decision. According to Miller (1956), the maximum number of stimuli that an individual can handle is seven, plus or minus two, and even when complete information is available about a brand, consumers have limited capacity to process all the collected information. Therefore, over the ensuing years, many researchers have tried to understand the consumers' selection process in a particular brand category. In 1958, March and Simon proposed the notion of Evoked Set, they defined it as "part of memory that is influencing behavior at a particular time".

Howard (1963) expanded March and Simon's (1958) idea, first introduced the concept of the brand categorization process and proposed the concept of awareness and unawareness sets of brands. He also put forward the notion that the consumer considered only a small number of alternatives instead of considering the large total set. But at that time, the buyer behavior theory was not elaborated.

In 1969, Howard and Sheth further proposed the concept of evoked set (accepted set) -- "the brands that become alternatives to a buyer's choice decision are generally a small number, collectively called his 'evoked set'... the brands that the buyer considers as acceptable for his next purchase". The other brands were categorized as non-evoked set (rejected set). Until then, the buyer behavior theory was firstly incorporated into brand categorization process. Later. Howard (1977) precisely defined the evoked set as "the subset of brands that a consumer considers buying out of the set of brands that he or she is aware of in a given product class". The Howard brand categorization conceptualization is illustrated as below (see Figure 2):

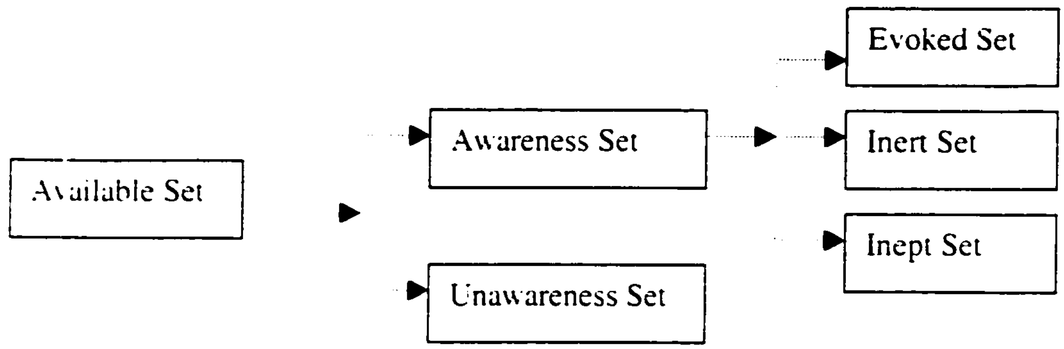
Figure 2: The Howard conceptualization



According to Howard's conceptualization. the awareness set is simply divided into the evoked set (accepted set) and the non-evoked set (rejected set). How consumers develop their purchase preference is a very complicated and step by step process. this purchase preference may rely on their information search process. past buying experiences. etc. (Bettman 1979: Olshavsky & Granbois. 1979). Therefore. it may be inappropriate to simply categorize the awareness set into an accepted set and a rejected set.

Following Howard's conceptualization. Narayana and Markin (1975) developed a more expanded categorization model. They introduced a new set the "Inert Set" in this model. Hence. the awareness set was further categorized into three sets: evoked set. inert set and inept set. The evoked set was defined in the same way Howard did. The previous non-evoked set in Howard conceptualization was replaced by the inert set and the inept set. The inept set is composed of those totally unacceptable brands, while the inert set consists those brands that the consumer neither accepts nor rejects (see Figure 3 below).

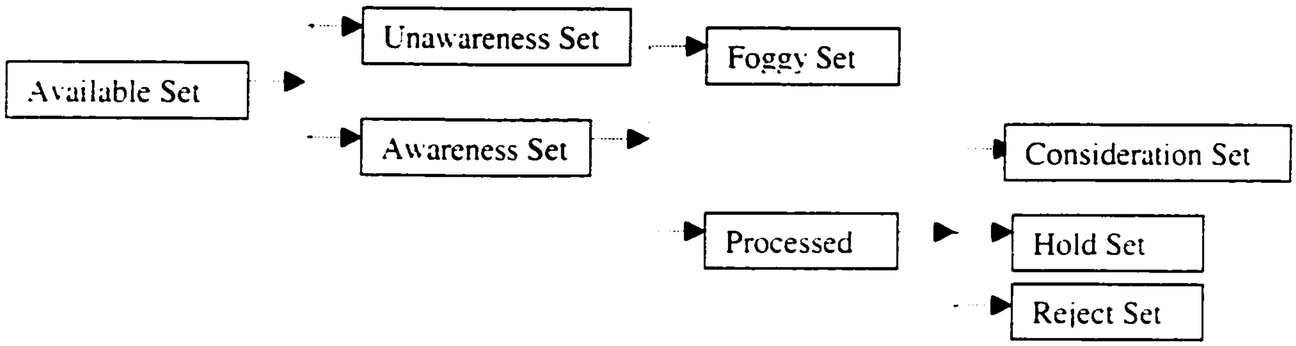
Figure 3: Narayana and Markin's Conceptualization



According to Narayana and Markin (1975), the inert set includes neutral brands that have been neither positively nor negatively evaluated due to lack of information. But Narayana and Markin (1975) also define the inert set as less considered than the evoked set, this on the contrary, means the inert set has been evaluated. More specifically, on the one hand, consumers are said not to have enough information to evaluate the brands and therefore do not make the brands part of the evoked set. Yet on the other hand, they claim that the brands are neutral, i.e., they have been evaluated and not perceived to be better than evoked set brands. Brisoux and Laroche (1980) addressed this inconsistency in Narayana and Markin (1975)'s model and put forward an expanded model of consumer awareness and brand categorization process, which is one of the models tested and used for this research.

Brisoux- Laroche's Model of Brand Categorization

Figure 4 : Brisoux- Laroche's Model of Brand Categorization



According to the Brisoux- Laroche model (see figure 4), the available brands set has been firstly divided into an awareness set and an unawareness set. The unawareness set contains brands that consumers have never heard of. The awareness set includes brands for which consumers have some awareness.

The awareness set is more expanded and better explained in this model than before. The awareness set is divided into a processed set and a foggy set (unprocessed set). Of those brands that consumers are aware of, the brands that are attribute-processed (i.e., have been evaluated along at least one salient attribute) are categorized into processed set, while the others comprise the foggy set.

The foggy set refers to simple awareness of the product or general characteristics, but brands in the foggy set are presumed to have not been processed on any of the salient attributes. Brisoux and Laroche (1980) explained the possible reasons of foggy set brands' existence: consumers "(1) have not seen any advertisement about them or do not remember seeing any, or if they do, it was not informative enough to allow them to judge the brand; (2) they have not tried some of these brands or if they had a personal experience with it, it was inconclusive; (3) they do not remember whether anybody has mentioned it, consumed it, or ordered it." (pp.112-114).

In the Brisoux-Laroche's Brand Categorization Model, the processed set is further split into three sets: consideration set, hold set, and reject set.

The first one in the processed set is the consideration set. The definition of consideration set is similar to the evoked set of Howard (1963,1977) and Narayana & Markin (1975) conceptualizations. The consideration set refers to a brand set that gains highest confidence and intention from consumers. The consumers have enough information about these brands and fully evaluate them, then put these brands at the primary source of purchase decisions.

The second set within processed set is the hold set. Different from Narayana and Markin (1975)'s inert set (no sufficient information to evaluate the brands), the brands in hold set are evaluated by the consumers. Also, there is a difference between the hold set and the foggy set. Brands in foggy set have not been evaluated on any of the salient attributes, but for the hold set, although many of the salient attributes may have been evaluated (and were judged acceptable), critical information on one or a number of additional salient attributes may be missing. This is Brisoux-Laroche's Model's other contribution, as it clarifies the inconsistencies inherent in the Narayana-Markin paradigm (Laroche et al 1988).

Consumers' attitudes toward the brands in the hold set can be positive, negative, or neutral, and consumers don't consider these brands as purchase alternatives. Consumers having positive attitude toward a brand but including this brand into the hold set instead of the consideration set may be because: 1) the brand is not appropriate for the consumption situation; 2) the price is too high in relation to quality; 3) no one in their reference group consumes it (Laroche & Toffoli 1996). For instance, consumer XX may like brand A very much, but perceives the price of brand A too high, thus although his attitude toward brand A is positive, he still doesn't consider brand A as one of his purchase alternatives. Consumers having negative attitudes but still including this brand in the hold set instead of the reject set may be because its price is low enough or it is suitable for other situations, e.g. emergencies, limited choice etc. (Laroche & Toffoli 1996).

There is a potential opportunity that the brands in hold set may be moved to the consideration set or the reject set. As Laroche & Parsa (2000) stated: "Brands with positive attitudes may have a chance to move into the consideration set with appropriate marketing effort (e.g., advertising campaign, sales promotion, or price cut). Brands with negative or neutral attitudes may slowly move into the reject or foggy sets if no substantial marketing effort is done to improve their situation" (pp.203). For example, if the consumer XX can earn more money, he may not consider brand A as pricey any more, and he may be move it into the consideration set.

The third set is the reject set. This set is consisted of brands which the consumers believe to be clearly unacceptable and don't consider as purchase alternatives. The attitude toward the brand in the reject set is negative, but it is different from the negative attitude toward the hold set. There is still a potential purchase intention for brands in the hold set, but as for brands in the reject set, the consumers will outright reject them.

The above four sets (foggy, consideration, hold and reject sets) in this model are differentiated in terms of brand information, attitudes, confidence in brand evaluation, and purchase intentions.

Quantity of information processed by the consumer, positive attitudes, confidence levels and purchase intentions are expected to be the highest for brands in the consideration set than in other sets.

In the reject set, brands are considered as unacceptable purchase alternatives and consumers hold negative attitudes toward them, thus attitudes and intentions are expected to be at their lowest for these brands. Since brands in the reject set are processed by consumers on at least one or a number of critical salient attributes, confidence and information are higher than brands in the foggy set and the hold set, but lower than brands in the consideration set.

For brands in the foggy set, quantity of information processed and confidence are expected to be the lowest, as these brands are not evaluated on any salient attribute. Attitudes will be lower for brands in the foggy set as compared to those in the hold and consideration sets, but higher than those in the reject set. Intentions are expected to be low relative to the consideration and hold sets, but higher than for brands in the reject set.

For brands in the hold set, information, attitudes, confidence levels and purchase intentions are expected to be higher as opposed to those in the reject and foggy sets, yet lower than for brands in the consideration set.

The Brisoux-Laroche Model provides researchers a very useful framework in explaining consumer's information processing, brand evaluation, and purchase choice. According to the Brisoux-Laroche Model, when a consumer is faced with large amount of information and a multiple brand choice, he or she would simply categorize the brands into four sets: consideration set, hold set, reject set and foggy set, then make a purchase decision from the consideration set. Since the Brisoux-Laroche Model's inception, several studies have empirically supported the model (e.g., Laroche and Toffoli 1999; Laroche and Parsa 2000) Based on the original model and some of the empirical studies that appeared subsequently, we propose the summary of hypotheses (H1a, H1b, H1c, H1d) (see table 2).

Table 2: Summary of hypotheses for the Brisoux-Laroche Model

Variable	**Consideration Set (H1a)**	**Hold Set (H1b)**	**Reject Set (H1c)**	**Foggy Set (H1d)**
Information	Highest	Average to low	Average	Lowest
Attitude	Highest	Average	Lowest	Lower than average
Confidence	Highest	Average to low	Average	Lowest
Intention	Highest	Average to low	Lowest	Low

Inspired from these sources: Briou\&Laroch 1980; Laroche&Toffoli 1999; Laroche&Parsa 2000;

Apparently, we expect the highest ratings on all four variables in the consideration set as compared to the other three sets. Since consumers do not consider the brands in the reject set as viable alternatives, attitude and intention scores are lowest for them. However, information and confidence are higher than in the foggy set, in which brands have not yet been evaluated in terms of any salient attribute. In the hold set, we expect the ratings to be slightly lower than in the consideration set as a result of possible positive, negative, or neutral attitudes towards brands in the hold set.

The Laroche Competitive Vulnerability Model

As we have just discussed, when faced with multiple alternatives, consumers will firstly categorize brands into different sets (foggy, consideration, hold and reject sets), then choose among those brands within the consideration set. This view is within the two-stage choice model of information processing, also called phased strategies (Wright & Barbour 1977; Laroche 2002):

Available Brands ⟶ Consideration Set Formation
⟶ Choice among Brands in the Consideration Set

However, brands in the consideration set usually are not singular, a consumer will still face multiple alternatives within the consideration set. Consumers may either simplify their choice process by comparing the scores of overall evaluations (i.e., beliefs, attitudes, intentions etc.) or use compensatory decision making to choose between alternatives without considering competitive effects in the consideration set (Corfam 1991).

Traditionally, some models of intentions were constructed on the premise that a consumer's intention toward a specific brand is related to the attitude toward the same brand, and not to the attitudes towards other competing brands in the consideration set (Howard & Sheth 1969; Fishbein & Ajzen 1975; Howard 1977, Warshaw, 1980; Miniard & Cohen 1983).

However, other researchers have demonstrated that competitive effects exist in the score of evaluations. Axelrod (1968) suggested that measures of attitudes asking subjects to compare brands (first choice, constant sum and paired comparison) are better predictors of behavior than individual brand measurement. Tyebjee (1979) also showed that an attitude should not only be considered according to its absolute level, but also to its relative distinctiveness. Other studies also introduced the successful and better prediction of intention with the distribution or distinctiveness of attitudes (Nantel 1986; Krishnan 1977; Mallhotra 1986).

According to Laroche, Hui and Zhou (1994), the brands in the consideration set have competitive relationships among brand cognitions, attitudes and purchase intentions. The brands in the consideration set compete against each other until the consumer selects the one with the most competitive attributes (e.g., low price, high quality) (Laroche et al. 2001).

While most researchers acknowledge the influence of competition in explaining behavior, few studies actually incorporate the notion of competition in a formal way (Laroche & Brisoux 1989). The first published description of multiattribute and multibrand models appeared in 1974 in a series of three key articles written by Woodside and his colleagues (Woodside & Clokey 1974; Clokey & Woodside 1974; Woodside, Clokey & Combes, 1975). Their multiattribute multibrand models included effects of competition on the choice of a focal brand and demonstrated significant improvement in brand choice prediction when compared with single-effect models. However, Woodside et al. (1974, 1975) considered competitive effects at the stage of attitude formation only, without directly measuring or modeling the consumer consideration set preferring to test a few popular brands (Laroche & Brisoux 1986).

Few empirical studies have paid attention to the role of competing brands in the formation of intention toward a focal brand (Laroche & Teng 2001). Laroche, Bergier and McGown (1980) were the first ones to demonstrate the effects of competing brands attitudes in the formation of a focal brand's intentions. Later on, several other researchers provided further empirical evidence. For example, Jaccard's (1981) study of voting behavior showed that behavioral intentions are better predicted if attitudes toward behavioral alternatives are considered. Laroche, Hui and Zhou (1994) systematically examined the influence of competitive brands on attitude formation and intention formation within the consideration set. The results showed that a consumer's attitude toward a focal brand is determined not only by his/her cognitive evaluations of that brand but also by his/her perceptions of other brands within the consideration set. Also, they suggested that the consumer's purchase intention is a function of attitude toward both the focal brand and its close competitors in the consideration set. These conclusions were also drawn from other studies (e.g., Laroche & Brisoux 1986, 1989; Laroche, Kim and Zhou 1996; Laroche & Teng 2001).

After more than 20 years of research into modeling competitive vulnerability in consumer choice making (as first demonstrated by Laroche et al. in 1980), in 2002, Laroche formally proposed the Laroche Extended Competitive Vulnerability Model (competitive vulnerability model was christened by Howard in 1989). The Laroche Competitive Vulnerability Model mainly proposes that intentions are formed based on the distribution of attitudes rather than on a single attitude value, and therefore, competitive effects needs to be considered when modeling a consumer's brand choice. The inclusion of the consideration set concept and consideration of competitive effects significantly improved this model's predictive power (Laroche 2002).

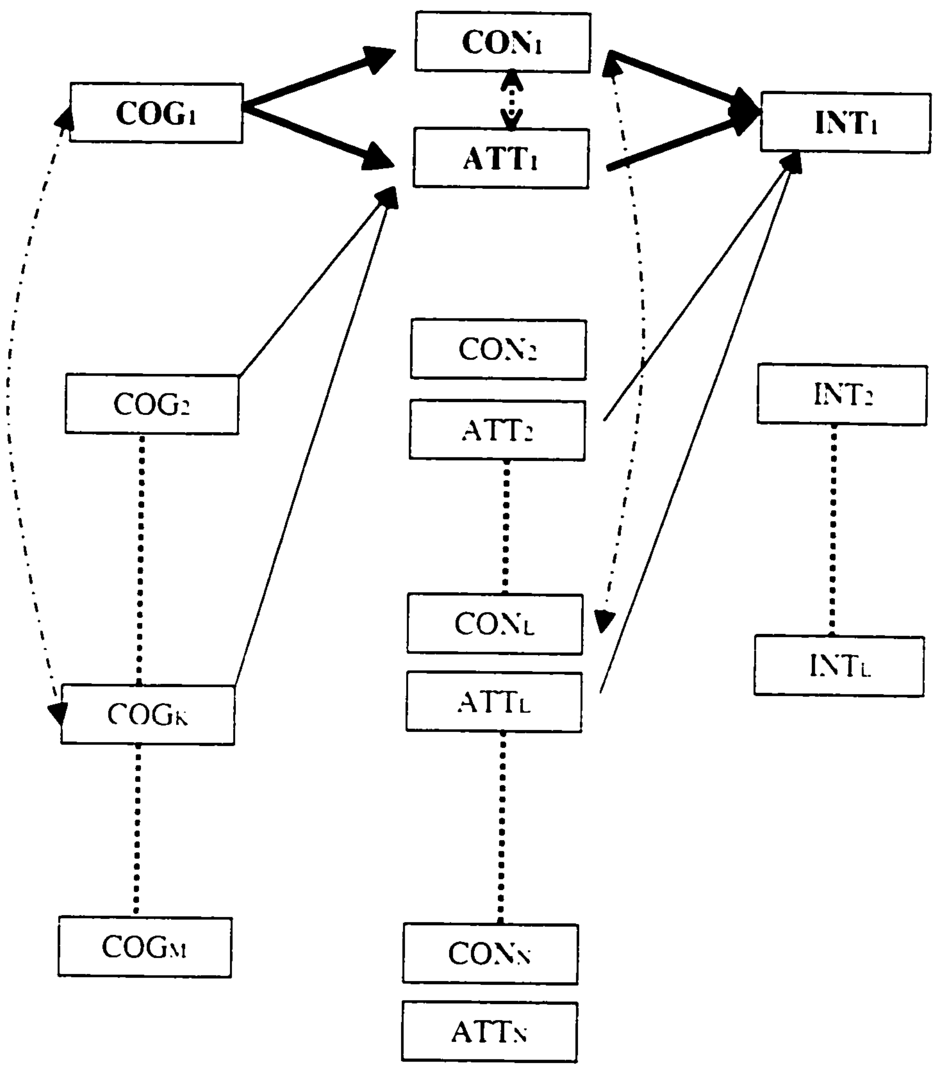
By incorporating competition into the Laroche Competitive Vulnerability Model, a more complete choice process is described by Laroche et al. (2002) as the following steps:

1. Consumers assess available information and previous experiences with some brands to form cognitions with respect to a focal brand;
2. They evaluate their cognitions with respect to a focal brand to form attitude toward and confidence in that brand while considering the cognitive evaluations of other competing brands;
3. They pursue the decision making process only among the brands available in the consideration set;
4. They assess their attitude toward and confidence in the focal brand to form a purchase intention toward that brand, while considering their attitudes and confidence levels of other competing brands within the consideration set.

Figure 5 graphically provides an illustration of the Laroche's Competitive Vulnerability Model. More detailed explanations on the Laroche Competitive Vulnerability Model are as follows:

Figure 5

The Laroche Competitive Vulnerability Model



LEGEND:

COG_1 = Cognition of Brand 1

ATT_1 = Attitude toward Brand 1

CON_1 = Confidence toward Brand 1

INT_1 = Intention toward Brand 1

Competitive Effects: Brand Cognitions →Attitudes

The effect of information and experience is a basic process in preference and attitude formation (Zajonc and Markus 1982). Most contemporary social psychologists prefer the cognitive approach to attitude formation, whereby attitudes develop from the beliefs that people hold about an object (Ajzen 1993). Social psychologists treat attitude as a multi-dimensional construct composed of cognitive and affective components (Rosenberg 1956).

The dual mediation model (Lutz et al. 1983) suggests that an individual's brand cognitions affect his/her attitude toward that brand, and in turn, affect his/her intention to that brand. Ajzen (1993) pointed out that an individual assigns a positive or negative valence to each salient attribute associated with the object and all beliefs accumulate to form her/his attitude vis-à-vis the object. That is, an individual's cognitive evaluation of the focal brand determines his/her attitude toward that brand.

The causal link between brand cognitions and attitudes within a competitive framework has also been demonstrated by some researchers. Day (1973, p.314) stated that "attitudes do not exist independently, but are linked in complex ways". Woodside and Cloky (1974) firstly proposed that the formation of an individual's attitude is dependent on her/his beliefs about the attributes of other brands. Abe and Tanaka (1989) found that the cognitive evaluations of the competing brands have significant influence on attitudes toward the focal brand. Laroche et al. (1994) showed that consumer's attitude toward a focal brand is determined by both his/her cognitive evaluations of that focal brand and his/her cognitions of other competing brands within the consideration set. Laroche, Kim and Zhou (1996) also argued that cognitive evaluations of the focal brand might affect consumer choice by creating a favorable attitude toward that brand, while resulting in an unfavorable attitude toward the competing brands. Laroche et al. (2001) suggested that an individual's prior beliefs of competing brands might also simultaneously influence his/her attitude toward the focal brand.

In summary, findings from these researches show that an individual's cognitive evaluations of a focal brand as well as other related brands determine his/her attitude toward that brand of interest. Cognitions of the focal brand positively impact consumer's attitude toward the same brand and negatively impact their attitudes vis-à-vis the competing brands. Therefore, we hypothesize:

H2: A consumer's attitudes toward a focal brand (i) are positively affected by his/her cognitions of the same brand while negatively affected by his/her cognitions of the competing brands (j, j ≠ i) in the consideration set.

Competitive Effects: Brand Cognitions → Confidence

The confidence construct was first introduced and advocated by Howard in 1969 and incorporated into a large model by Howard and Sheth (1969) as one of the determinants of purchase. Later, in 1973, Howard and Ostlund defined confidence as one's perceived ability to judge product alternatives within a category. In 1974, Howard further described confidence as the buyer's subjective certainty - his/her state of feeling sure - in making his/her judgement of the quality of a particular brand. The recent definition of confidence was still stated by Howard (1989, p.34) as " the buyer's degree of certainty that his/her evaluative judgement of the brand is correct". Only from the definition of confidence, we can say that an individual's confidence on his/her brand evaluation relates to his/her information about that brand. The more information of a brand an individual receives, the more confident he/she is on the brand evaluation.

The confidence relates to the buyer's overall belief in a particular brand and involves his/her ability to evaluate the attributes of the brand. Consumers who know a brand's attributes, the importance of the attributes and the performance of the brand on such attributes, can discriminate those brands confidently and easily in a given product category (Laroche et al. 2002).

Some other researchers also proposed that confidence in a particular brand is a function of familiarity with the brand, and brand familiarity increases the ability to efficiently comprehend and use new information related to the brand (Urbany et al.1989; Laroche & Zhou 1996). At low levels of brand familiarity, consumers are not able to adequately discriminate those brands in a product category; whereas experienced consumers rely on their prior rich experience and information of those various brands and are very confident when choosing a brand in a product category (Laroche et al. 2002).

All these findings suggest that the consumer's confidence toward the focal brand is related to his/her information and experience of the same brand and other brands in a product category. More specifically, we expect that the relation between the cognitions of a focal brand and confidence toward the same brand is positive, whereas the relation between the cognitions of a focal brand and confidence toward the competing brands are negative. These lead to the following hypothesis:

H3: A consumer's cognitive evaluations of a focal brand (i) positively impact his/her confidence toward the same brand while negatively impact his/her confidences toward the competing brands (j, $j \neq i$) in the consideration set.

Reciprocal Relationship: Brand Attitudes ↔ Confidence

According to Raden (1985), attitude is considered as a means of altering consumer confidence in brand evaluations, while confidence is seen as one of several strength-related attitude properties.

Laroche et al. (2002) suggested that higher or lower attitudes toward a particular brand lead to higher or lower confidence levels in evaluating that brand. Similarly, higher or lower confidence levels in a specific brand increase or decrease attitudes toward the same brand. We therefore hypothesize:

H4: A consumer's attitudes toward and confidence in a focal brand in the consideration set are positively correlated.

Competitive Effects: Brand Attitudes + Confidence → Intentions

According to Howard and Sheth (1969)' s framework, brand comprehension affects attitude, which then affect intention or purchase. They also suggested that confidence in a focal brand is positively related to intention.

A number of other researchers stated that there is significant positive relationship between attitude toward a specific brand and intention toward the same brand (Fishbein & Ajzen 1975; Ryan & Bonfield 1975).

Some other researchers found that an individual's attitude toward the focal brand affect his/her intention not only to the same brand, but also to the other competing brands in the consideration set. Laroche and Brisoux (1989) proposed a multibrand model of intentions, which suggests that there is one direct effect and some competitive (or indirect) effects of attitudes on consumers' purchase intention. More specifically, the consumer's attitudes toward a focal brand positively determine his/her intention toward that focal brand, while the consumer's attitudes toward the competing brands negatively affect his/her intention toward the focal brand. More recently, some other studies further supported this proposition (e.g., Laroche and Sadokierski 1994; Laroche, Hui and Zhou 1994; Laroche, Kim and Zhou 1996; Laroche and Teng 2001; Laroche et al. 2002).

Evidence has shown that confidence is one of the determinants of purchase intent and as such, plays a key role in its prediction: the relationship between brand's confidence and purchase intention is positive (Ostlund 1973; Bennett and Harrell 1975; Howard 1977; Moller 1979; Laroche & Howard 1980; Smith & Swinyard 1983; Fazio & Zanna 1987; Laroche and Sadokierski 1994; Laroche, Kim and Zhou 1996, Laroche et al. 2001; Laroche 2002).

Bennett and Harrell (1975, p. 116) stated that " it is likely that our attempts to measure buyers' attitudes is perhaps confounded if the sample of subjects individuals with poorly developed attitudes...along with those with well developed attitudes.... The inclusion of a measure of confidence may be advisable in many instances". Laroche and Sadokierski (1994)'s study showed that consumers' intentions to choose an investment firm depend on their level of confidence in evaluating the firm.

Studies have also suggested that competitive effects affect the confidence-intention link (e.g., Laroche and Sadokierski 1994; Laroche, Kim and Zhou 1996; Laroche et al. 2002; Laroche 2002). That is, an individual's confidence in a specific brand negatively impacts his/her purchase intentions to the competing brands.

In sum, an individual's both attitudes toward and confidence in a specific brand impact his/her intention to the same brand and competing brands in the consideration set.

Given the positive reciprocal relationship between attitude and confidence, the following hypothesis is generated:

H5: A consumer's attitudes toward and confidence in a focal brand (i) positively impact his/her purchase intentions toward the focal brand and negatively impact their purchase intentions toward the competing brands (j, $j \neq i$) in the consideration set.

Coupon: An Effective Marketing Tool

The use of coupons in the market has increased at a staggering rate over the past several decades. Nielsen Clearing House (1995) reported that in the US, coupon distribution increased from 181 billion in 1984 to 310 billion in 1994, that was an increase of 71% in ten years. A recent study comparing the relative importance of coupons and trade promotions found that for new and current buyers, 24% of purchases were attributed solely to coupons. In contrast, trade promotions accounted for 18% and 15% of all purchases for new and current buyers, respectively (Santella & Associates 2000).

Clearly, couponing is an important marketing tool, particularly for attracting the attention of new customers and less loyal ones. Even the most ardent promoters of the alternative pricing strategy, EDLP (Every Day Low Price), have had to acknowledge the strategic prominence of coupons as a marketing tool. In perhaps the most well known attack on couponing in this decade, Procter and Gamble conducted a field experiment in New York where couponing was replaced by the strategy EDLP. Several months later, P&G aborted the experiment after it became quite clear that it had lost market share to competitors who continued to issue coupons (Kanner 1997).

However, although the use of coupon is very popular in most developed and marketing advanced countries, it is still relatively new in China. So, in this study, we also look at how coupon incentives affect Chinese consumers' attitudes and intentions.

There are many kinds of coupon incentives in the market, such as in-store coupons, out-of-store coupons (including street coupon distribution, direct-mail coupons, freestanding insert newspaper coupons, etc.). Many studies have been conducted to investigate the effects of all kinds of coupon incentives (e.g., Narasimhan 1984; Bawa & Shoemaker 1987). It has been empirically proved that coupon can change consumers' attitude (Shimp and Kavas 1984; Chen, Monroe and Lou 1998) and behavior (Dahl et al. 1999; Allen et al. 1993; Taylor 2001), and as a consequence, increase brand sales, profit (Dhar & Hoch 1996; Chapman 1986) and market penetration (Ailawadi et al 2001)

The opinion that coupons can change consumers' attitude toward brand and purchase behavior has been empirically supported in many other studies in the past years. Chen, Monroe and Lou (1998) found that coupon promotions were evaluated more favorably and were more effective in changing subjects' purchase intentions. Shimp and Kavas (1984) applied Fishbein and Ajzen's (1975) expectancy-value attitude model to understand the decision to use coupons. They found that the sense of control and pride consumers experience when they proactively acquire a lower price item increases their attitudes toward using coupons, which supports Schindler's (1984) notion of the smart-shopper phenomenon—something that can produce a sales advantage for coupons over bonus buys.

Taylor (2001) found coupon redeemers were almost seven and a half times more likely to make a repeat purchase during the post-promotion period compared to non-redeemers and subsequent timing was not influenced by coupon redemption. Dahl et al. (1999) indicated that the higher value coupon results in higher redemption rate. This research provided strong evidence that discount coupons particularly high-value ones distributed at the purchase location can be used successfully as promotional incentive. Allen et al. (1993) discovered that modest coupon incentives could positively influence recyclers' behavior, and increased recycling frequency is directly related to the coupon value.

Since coupons can change consumers' attitude toward a brand and purchase behavior, the impacts of coupon on brand sales and profit can be found. Chapman (1986) found that the couponing effort had a great effect on short-term sales, and also, apparently, some long-term residual impacts beyond the experimental period. The return on the fixed-cost investment related to the couponing effort was 10.9%.

Dhar & Hoch (1996)'s study showed that on average, in-store coupons lead to a 35% greater increase in the promoted brand's sales than bonus buys offering the same level of discount; in-store coupons produce a 108% greater increase in dollar profits than bonus buys. Therefore, coupons lead to higher overall category sales and profits. It is also found that in the ready-to-eat cereal category, the retailer passes through larger amounts of the trade deals when using in-store coupons, as a consequence, unit category sales and dollar category profits are substantially higher with coupons.

Bester and Petrakis (1997) dealt with coupon offering in the context of duopolistic competition. They concluded that coupons might increase profit if the cost of issuing the coupon is sufficiently small. Camimal (1996) also found couponing induces price discrimination that reduces rigidity and increases profit. Ben-Zion et al (2000) suggested that the use of a restricted number of coupons in the presence of different types of customers is an effective means of implementing a price discriminating policy. McGuinness (1995) found cashback coupon is as effective as product samples in producing significantly higher purchase rates than the no promotion control.

In summary, many previous studies showed that coupons can positively affect consumers' attitude toward the promoted brand, increase consumers' purchase intention to that brand, and also lead them to buy that brand.

Given the descriptions of consideration, hold, reject and foggy sets of the Brisoux-Laroche Brand Categorization Model that we have discussed earlier, we can expect that the coupon incentives may have different effects on brands in different brand sets.

For brands in the consideration set, the attitudes and purchase intention toward the focal brand are very positive, consumers have good experience with those brands in consideration set. Thus given coupon's price deduction function, the coupon incentive may further improve consumers' attitude and intention toward that brand.

For brands in the hold sets, many of the salient attributes may have been evaluated and judged acceptable, however critical information on one or a number of additional salient attributes may be missing. Consumers' attitudes toward the brands in the hold set can be positive, negative, or neutral, and consumers don't consider these brands as purchase alternatives. Given a coupon's positive effects on changing consumers' attitudes and behaviors, we may expect the effects of coupons on the hold set to be also very significant.

Foggy set refers to simple awareness of the product or general characteristics, but brands in the foggy set are presumed to have not been processed on any of the salient attributes. Therefore, the coupon incentive may have some positive effects on consumers' attitude, such as providing some useful information, and in turn, have some positive effects on consumers' behavior. However, the attitude and purchase intention formation is a complicated process that needs constant stimulation over long time. A one- time coupon promotion may not have enough impacts on changing consumers' attitude and behavior. Therefore, we can expect coupon to still have somewhat positive effects on consumers' attitude and behavior in the foggy set, but the effects may not be very significant compared with the effects of coupons on the brands in the consideration set and the old set.

In the reject set, brands are considered as unacceptable purchase alternatives and consumers hold negative attitudes toward them, the attitude toward brands in the reject set is negative, and purchase intention is very low. Although coupons have positive effects on attitude and intention, we may not expect one-time coupons can change consumers' attitude and intention that have been formed after long time in the reject set.

Therefore, some hypotheses are generated, which are summarized as table 3:

Table 3: Summary of hypotheses (H6a, H6b, H6c, H6d) for Coupon's positive effects on changing attitude and intention in four sets of the Brisoux-Laroche Model

Variable	**Consideration Set (H6a)**	**Hold Set (H6b)**	**Reject Set (H6c)**	**Foggy Set (H6d)**
Attitude	++	++	-	+
Intention	++	++	-	+

Note:

"++": Very Significant effect;
"+": A little effect;
"-": No effect

As we discussed that previous studies concluded that coupons can positively affect consumers' attitude toward the promoted brand, increase consumers' purchase intention to that brand. and also lead them to buy that brand. this conclusion. incorporating with the Laroche Competitive Vulnerability Model leads to the following hypotheses:

H7: The focal brand (i) 's coupon incentive negatively impacts a consumer's attitudes toward the competing brands (j, $j \neq i$), and in turn, decreases this consumer's purchase intention toward those competing brands in the consideration set.

Culture Test: Individualism vs. Collectivism Dimension

One objective of this study is to assess the generalizability of the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in eastern countries. more specifically, we want to validate the two models in China. therefore, a Chinese cultural test is necessary in this study.

Culture is defined as socially transmitted beliefs. behavior patterns. values. and norms of a collection of individuals identifiable by their rules. concepts. and assumptions (Salacuse. 1991). Culture is considered one of the important constructs in behavioral science since culture is "the dominant primary norms of learned behavior developed. shared. and transmitted among members of a particular society" (Howard & Ostlund 1973).

Culture-related norms and values can vary along a number of dimensions (Chinese Cultural Connection. 1987; Hofstede. 1980. 1991; Triandis. 1972. 1989. 1995; Schwartz. 1994). Differences between Western (e.g.. North American and Western European) and East Asian (e.g.. Chinese. Japanese. and Korean) cultures have most frequently been conceptualized in terms of individualism and collectivism (Hofstede. 1980; Triandis. 1989.1995; Triandis & Gelfand. 1998). The individualism/collectivism framework has provided a useful basis for examining cultural differences (Triandis 1995).

The individualism vs. collectivism continuum is adopted frequently to reflect a culture's value preferences and emphasis on certain goals over others (Schwartz. 1990). Also. prior research in general has viewed individualism/collectivism as a single dimension (Aaker and Maheswaran 1997; Han and Shavitt 1994). Moreover.

individualists and collectivists have been shown to differ significantly in self-expression and social relationships, and such differences influence the efficacy of marketing strategies (Han and Shavitt 1994). Therefore, we have selected individualism versus collectivism as our cultural difference dimension in the tests of Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model as well as effects of coupon incentives.

Hofstede (1980; 1991) defines individualism as "a preference for a loosely knit social structure in which individuals take care of themselves and their immediate families only" and collectivism as "a tightly knit social organization in which individuals can expect other in-group persons to look after them."

Individualism and collectivism have been identified as orientations that can be taken with respect to a person's or group's relationship to others. Individualism can be broadly characterized as the tendency to value the individual over the group and give priority to personal goals over group goals (Triandis 1989). Individualism stresses individual initiative, focuses attention on oneself as an independent being, and is assumed to produce an emphasis on individual freedom and independence, self-determination, protection of self-interests and personal goals rather than the interests of a group as a whole, and competitiveness (Hofstede 1980; Triandis et al. 1988).

In contrast, collectivism, which focuses on one's membership in a larger group or collective, is presumably characterized by a subordination of personal goals to those of one's in-group, a motivation to maintain harmony among group members, a reliance on others for help and advice, and a high degree of social responsibility and sharing (Triandis, Leung, Villareal, & Clack, 1985). Collectivist cultures emphasize interconnection. conformity to group norms, relational harmony, and protection of in-group interests (Hofstede, 1980; Hui & Triandis, 1986; Schwartz, 1990). Collectivist cultures draw clearer distinctions between in-group and out-group, and place greater emphasis on status and role authority, than do individualist cultures (Gudykunst, 1987; Hui & Triandis, 1986).

Nations often are characterized as having a predominant value orientation: for example, the United States is viewed typically as individualistic (Adler, Brahm, & Graham, 1992). Kim (1985) concurs with Hofstede's finding of U.S./ROK differences in individualistic and collectivistic behaviors, stating: in America the self, or individuality, has been based on an individual-centered mode that views the individual as the center, with the rest of the world around him. In Korea, as in Japan, the self is conceived as part of the larger social context surrounding the individual, in which the individual learns to subordinate himself to a larger social system whose members are linked by close emotional bonds.

Just like Korea and Japan, China has very different cultures and social systems compared with North America. China's culture should be viewed as collectivistic (Adler, Brahm, & Graham, 1992). Chinese culture is based on traditional authoritarianism. In the Chinese culture, the individual, not being regarded as important, should sacrifice himself/herself to social benefit, and should take other people's benefit as more important than his/hers. These differences are supported by Hofstede's (1991) theory of individualism vs. collectivism.

Hofstede (1991) analyzed the characteristics of 50 countries and 3 regions to compare the cultural differences in terms of individualism vs. collectivism. The results (table 4) showed the differences among the cultures of Canada, US, Hong Kong and Taiwan. These findings suggest a wide culture variance between the Eastern Asians and Westerns (see table 4).

Table 4: Individualism/Collectivism Difference between Eastern and Western

Individualism/ collectivism	Eastern Asian		North America	
	Hong Kong	Taiwan	Canada	US
rank	37	44	4	1
score	25	17	80	91

Based on this theory, it can be inferred that North America (Canada and the US) has a more individualistic tendency, while Hong Kong and Taiwan have a more collectivistic tendency. Although Hofstede's (1991)'s study didn't include China mainland as a test market, given the history that Hong Kong and Taiwan were branches of China mainland, we can presume that they have a very similar cultural collectivism.

The test of Chinese score on the individualism/collectivism is very significant in further understanding the Chinese Mainland culture, which can fill the void of Hofstede's individualism/collectivism theory, and provide the evidence for the generability of the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in eastern countries.

RESEARCH METHODOLOGY

Measures

Since the test for the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model were a replicable study, the measurement items for the following dependent variables were adapted from the latest relevant study (Laroche et al. 2002):

Four Sets of Awareness: We measured the four different awareness sets of the Brisoux-Laroche model using five questions. More specifically, we measured the consideration set using the following two questions: 1) " indicate your first choice from the 11 fast food brands" and 2) "indicate other brands which you would consider selecting when your first choice is not available." Following the same lines, we measured the Reject Set by asking "of those 11 fast food brands, indicate the brands which you would never select." Then the Hold Set was measured by asking subjects to indicate the brands that they have an opinion of but cannot say whether or not to select. Finally, the Foggy Set was measured by asking respondents to indicate the brands that they have no opinion of. For each set, the responses were coded as a series of 11 dummy variables (0,1).

The following 5 dependent variables were measured with multiple-item scales. All items were measured using a 7-point Likert scales.

Attitude: this construct was measured with two items (dislike very much/like very much, very dissatisfactory/very satisfactory). For the four sets, the scale's reliability ranged from 0.84 to 0.93 (Laroche et al. 2002).

Confidence: it refers to consumers' level of self-confidence in evaluating the brand in question. This construct was measured with two items (not confident at all/very confident, very certain/ very uncertain). For the four sets, the scale's reliability ranged from 0.86 to 0.95 (Laroche et al. 2002).

Intention: it refers to consumers' purchase intention for the available brands. This construct was measured with two 7 items (would consider buying/would not consider buying at all; definitely intend to buy/definitely not intend to buy). For the four sets, the scale's reliability ranged from 0.86 to 0.95 (Laroche et al. 2002). Intention was furthermore measured in a probabilistic fashion by asking respondents the distribution of their next 10 purchases (the total added to 10).

Information: this construct measured consumer's level of information in evaluating the brand in question. It was a single-item measure (no information at all/ a lot of information). This construct was used for the test of the Brisoux-Laroche Brand Categorization Model.

Cognition: this construct also measured consumer's level of information in evaluating the brand in question, but it was used for the Laroche Competitive Vulnerability Model. It was measured by 8 items (no previous experience/a lot of previous experience, very good taste/very bad taste, very limited variety/a lot of variety, very inexpensive/very expensive, very good food quality/ very bad food quality, very good service quality/ very bad service quality, very good restaurant environment /very poor restaurant environment, very convenient to reach/ very inconvenient to reach). For the four sets, coefficient alphas ranged from 0.84 to 0.94 (Laroche et al. 2002).

Culture was measured with <u>individualism/collectivism</u> dimension. The scales used in this study were mostly derived from Triandis (1988)'s individualism/collectivism scales and were also combined with Chan (1994) and Schwartz (1987)'s individualism/collectivism scales. The scales included 7-point 26 items, with "1"meaning "strongly disagree" and "7" meaning "strongly agree". Sixteen items could be classified as collectivist, and 10 scales were individualist.

Questionnaire Design

The questionnaire contained entirely closed-ended questions to promote a quick response. For ethical concern, the questionnaire was designed to be anonymous and no identifying information were collected. The development of the questionnaire was based on previous brand categorization and choice studies and designed to specifically test the fast food purchase selection process in China. The brands used for this study were the top 11 awareness brands in China (see table 1).

The questionnaire was 19 pages long and divided into six main parts. In part I, a screening question was asked to make sure the subject had heard of the fast food brands that were used in the coupon incentive section in part IV.

In part II, the Brisoux-laroche Model's four sets were measured. The top 11 awareness fast food brands in China were presented and categorized by respondents in this part.

Part III of the questionnaire further tested the validity of the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model. More specifically, we measured the respondent's cognition, attitude, intention, confidence, and price on each of the brands the respondent was aware of. Fast food attributes as well were rated for each of the brands known to the respondent. The attributes rated included taste, previous experience, price, food's quality, variety, service's quality, convenience to reach, restaurant environment etc. These attributes were measured with a 7-point Likert scale.

On part IV of the questionnaire, after the respondent received a coupon incentive for a selected brand from the top 11 brands, we remeasured the respondent's attitude and intention, to evaluate how coupon incentive affected his/her attitude and intention. For each brand's coupon incentive, 25 respondents were tested before and after.

The collectivism or individualism cultural measures appeared in part V. The demographics made up part VI of the questionnaire. The time length of questionnaire was kept at within 25 minutes in order to keep respondents' patience.

Double Translation of the questionnaire was performed during the preliminary study. The questionnaire was first translated into Chinese by two native bilingual English-Chinese individuals, and then translated back into English by two other bilingual Chinese-English individuals in order to ensure the accuracy of the translation. The translated questionnaires were further examined and modified by one marketing expert who was proficient in both English and Chinese.

Pretest

Before fieldwork started in China, the questionnaire was pre-tested with a sample of 10 Chinese students in order to uncover any possible problems in questionnaire construction and/or administration of same. The following problems emerged in the pretest.

First, the measurement items for the foggy and hold sets were not clear. The participants couldn't distinguish the two questions for the hold set and the foggy set. Second, the two questions (certainty and confidence) to measure confidence seemed exactly the same to the participants. So, were the problem caused by the measurements or something else? To answer this question, we asked 4 Canadian students to do the questionnaire in the English version, the problems were not found this time. Therefore, we concluded that the problems were caused by translation. To solve these problems, we modified the translation and gave it to a professor who was proficient in both English and Chinese to examine it and further modify it.

Third, 6 students said the entire questionnaire couldn't be completed within 25 minutes. It took them 30 to 35 minutes to complete. To settle this problem, we deleted some questions from the questionnaire. For example, the original scale of collectivism/individualism which comprised 32 items was redacted to a 26-item scale (the measures provided earlier in this paper were all updated).

No other flaws were detected in the pretest. All the suggestions regarding modifications from these participants were incorporated into the final version of the questionnaire.

Data Collection

Fieldwork Design and Sampling

Given the large number of fast food restaurants in Beijing and fast food restaurants usually located very close to big shopping malls in Beijing (relative to the possible number of participants if a study is targeted to final consumers), we used the mall-intercept approach to do this survey in Beijing. We didn't choose mail to collect the data because the response speed of mall-intercept surveys is much faster, and the response rate is also much higher due to better control of respondents..

On the other hand, compared with household surveys, the resultant sample of mall-intercept surveys is not expected to be an exact representation of the population as it is still a convenience sample. However, due to the popularity of fast food among those shopping mall customers, this sample can somewhat be taken as fast food brands' final target consumers.

Surveys were administered in a face-to-face interview. We rented a room that was very close to the shopping mall. Then we asked one correspondent to lead subjects to the room, and 3 other correspondents explained and helped subjects to complete the questionnaires in that room. The project supervisor checked the completed questionnaires after each interview to ensure final useful questionnaires.

A total 300 useful completed questionnaires were obtained. They were broken into 11 brand groups, for each group, at least 25 respondents were tested before and after coupon incentives. This sample size of each group is more than the necessary minimum of 15 per group usually required. And the total useful sample size of 300 is deemed sufficiently large to support the statistical methods and give the research a respectable measure of validity and reliability.

DATA ANALYSIS

Data Transformation

Several steps were followed to transform the data to prepare it for testing the hypotheses as follows:

- In each set, the responses were coded as a series of dummy variables with "1" representing the brand was mentioned for this particular set, and "0" meaning it was not (the consideration set consisted of both first choice and second choice brands, still coded as 0 or 1).
- One outlying observation was excluded, thus the final sample size for the following analysis is 299 (N=299).
- The measures for each set were used as a multiplicative dummy variable (0,1) to eliminate data about the other sets.
- The cognition measure was constructed by multiplying each attribute rating by the importance given to each attribute and calculating the mean of the scales of cognition. Price was excluded from the cognition measure because of its unstable relationship with the other attributes of cognition. So the final cognition measure consisted of the following 7 items: taste, previous experience, food's quality, variety, service's quality, convenience to reach, restaurant environment.

  The 7 cognition items had high internal consistency for each of the 11 fast food brands (coefficient alphas ranging from 0.68 to 0.84, see table 5), so the mean of 7 cognition scales was used as the cognition score.

- The two attitude items had also high internal consistency for each of the 11 fast-food brands (coefficient alphas ranging from 0.70 to 0.89. see table 5). so the mean of the two items was used as the attitude score.
- Similarly, the two confidence sitems had high internal consistency for each of the 11 fast food brands too (coefficient alphas ranging from 0.72 to 0.95, see table 5). thus the mean of the two items was used as the confidence score.
- Each of the three items measuring intention was converted into a probabilistic measure ranging from 0 to 10. The coefficient alphas for the three measures for each of the 11 brands ranged from 0.50 to 0.86. so we used this mean as the intention score.
- The total number of the brand No. 4 (Rong Hua Chicken) categorized by subjects into consideration set was very low (only 3). therefore, we didn't include this brand when testing the Laroche Competitive Vulnerability Model.

Table5: Reliabilities of Measures for the Brands

Brands	Reliabilities (Alpha values)			
	Cognition	Attitude	Confidence	Intention
GouBuLi steamed stuffed buns: B1	.8356	.8808	.8983	.8487
Dekson: B2	.8285	.8327	.9514	.8576
Kentucky: B3	.8016	.7933	.7400	.5725
Rong Hua Chicken: B4	.7640	.6956	.9465	.7510
California Noodles: B5	.7989	.8116	.8850	.7706
Beijing Quan Ju De roast duck: B6	.6783	.7213	.8289	.7380
Pizza Hut: B7	.7462	.8417	.9192	.7281
Mcdonald's: B8	.8086	.7528	.7159	.4999
Yong He Dou Jiang: B9	.8334	.8518	.8336	.7092
Adeyong: B10	.7766	.8889	.9554	.7580
Malan hand- pulled noodles: B11	.7807	.8648	.8222	.7637

Data Analysis Method

We conducted a four-step analysis in order to examine the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model, as well as the effect of coupons on consumers' attitude and purchase intention.

We first performed ANOVAs to examine the differences in brand cognition, attitude, confidence and purchase intention across the four sets of awareness of the Brisoux-Laroche Brand Categorization Model.

Secondly, we ran a series of stepwise multiple regressions to test the relationships among the constructs of the Laroche Competitive Vulnerability Model in the consideration set.

Thirdly, we used Paired t-tests to test the effects of coupon on the attitude and intention in each categorization set as well as the effects on competing brands in consideration set.

Finally, we ran a series of factor analyses on the culture variables to explore the individualism/collectivism cultural dimensionality of the country of interest.

Sample Demographics

Table 6 shows the demographics of the respondents. It is evident that the sample was biased toward a medium to low consumption population with 78.6%'s family income less than RMB4000/month (CAD1=RMB5). 68% respondents were less than 39 years old, indicating a "younger" skewness of respondents. This kind of income and age group can reflect the real Chinese fast-food population.

The respondents were half female (49.3%) and half male (50.7%). The marital status and respondents with children distribution were fairly equal, with married respondents (56.3%) slightly prevailing over single (43.7%), and 54.3% having children vs. 45.7% not having children. It is apparent that almost all married Chinese have children. The family size at 85.7% of respondents was 3, which reflects the Policy of Chinese Birth Control (one family can only have one child). The majority of respondents had on average education level with 68.3% completing high school or college studies.

The sample consisted of 24.3% heavy users of fast-food (once a week or more), followed by moderate consumers of fast-food (2 to 3 times a month) at 35.3%, and infrequent users of fast-food (less than twice a month) at 38.3%.

Table 6: Demographic and Socioeconomic Characteristics of the Sample

Variable	*n Value*
Gender	
Male	49.3
Female	50.7
Age	
Under 20	15.7
20-29	27.3
30-39	25.0
40-49	19.7
50-59	10.3
60 and over	2.0
Education	
Primary School	1.7
Middle School	14.0
High School	40.3
College	28.0
Bachelor	15.7
Master	.3
Marital Status	
Single	43.7
Married	56.3
Children	
Having Children	54.3
No Children	45.7
Family Size	
1	1.0
2	5.3
3	85.7
4	6.3
5	1.3
6	.3
Family Income (RMB/month, CAD 1 = RMB 5)	
Under 999	.7
1000-1999	15.3
2000-2999	38.3
3000-3999	24.3
4000-4999	11.3
5000-6999	7.0
7000-8999	2.3
9000 and over	.7
Frequency of fast-food purchases	
Never	2.0
Less than twice a month	38.3
2 to 3 times a month	35.3
Approximately once a week	18.3
More than once a week	6.0

Findings

1. Validation of the Brisoux-Laroche Brand Categorization Model

Table 7 gives the mean scores for set size, information, attitude, intention, and confidence for each of the brand categories along with the standard errors in brackets. Set size refers to the number of brands included in each set of the four categories.

The mean and standard error values included in Table 7 indicated that each of the four sets of awareness was meaningful to the respondents. Along with the mean scores and the standard errors, we also included the results of all possible Scheffe comparisons in Table 8. The set size (number of brands in each set) for the consideration set (3.20) was significantly different from the other three sets (1.46, 1.31 and 1.28) at the 5% level ($p<0.05$). Similarly, the set size for the hold set was significant different from the foggy set ($p<0.05$). Only two pairs of set size between the reject and foggy sets, and between the reject and hold sets were not significantly different from each other at $p<0.05$. Overall, the results demonstrated the presence of four sets of awareness (see table 8), as proposed by Brisoux and Laroche (1980).

For the variables of information about the brand and attitude toward the brand, all possible pairs of awareness sets were found to be significant from each other at the 5% level. For the variable of intention to purchase, five of possible six pairs were significant at $p<0.05$. For the variable of confidence in judging the brand, four of possible six pairs were found to be significant ($p<0.05$). (See table 8).

Table 7: Mean Set Size, Information, Attitude, Confidence and Intention across the Four Sets (H1)

Variable	Average	F-value	Consideration Set (CS)	Hold Set (HS)	Reject Set (RS)	Foggy Set (FS)
Set Size	1.86	449.66	3.20 (.05)	1.46 (.04)	1.31 (.04)	1.28 (.03)
Information	3.93	308.56	5.73 (.06)	3.75 (.08)	3.41 (.10)	2.62 (.08)
Attitude	4.36	553.20	6.03 (.03)	4.31 (.06)	3.02 (.06)	3.65 (.07)
Confidence	5.27	111.91	6.25 (.03)	5.07 (.07)	4.87 (.09)	4.75 (.08)
Intention	0.59	1144.32	1.38 (.02)	.38 (.01)	.21 (.01)	.26 (.01)
Hypotheses supported or not			H1a: Yes	H1b: Yes	H1c: Partial	H1d: Yes

Note: The numbers in parentheses are standard errors of means. P<0.05

Table 8 : Significance of Scheffe Comparisons among the Four Sets (H1)

	CS HS	CS RS	CS FS	HS RS	HS FS	RS FS
Set Size	*	*	*		*	
Information	*	*	*	*	*	*
Attitude	*	*	*	*	*	*
Confidence	*	*	*		*	
Intention	*	*	*	*	*	

Note: "*"indicates significant differences between the two sets. P<0.05

Overall, the figures in table 7 strongly supported the hypothesized profiles of the four brand categories. The mean scores for the consideration set were consistently above average and tended to exhibit smaller dispersion around the mean than did the scores for the other sets. The consideration set measures of brand information, attitude, confidence and intention were all significantly higher than those in the other three sets. Respondents had more information (5.73) and confidence in judging the brand (6.25), held more positive attitudes (6.03) and higher purchase intention (1.38) toward the brand in the consideration set than the brands in the other three sets (all differences significant at $p<0.05$). Therefore, H1a was strongly supported.

The profile of the hold set was consistent with the hypothesized profile for the set. The mean scores of information (3.75), confidence (5.07) and intention (0.38) were as hypothesized "average to low". The mean attitude toward the brand (4.31) was also as hypothesized "at the average". Moreover, the average values of brand information, attitude and intention in the hold set were significantly different from those in the reject and foggy sets (all differences significant at $p<0.05$). Only confidence in judging the brands was not very significantly different between the hold set and the reject set at $p<0.05$. However, attitude and confidence should be combined together when we do the analysis (Laroche 2002), in this case, attitude toward the brand was significantly different between hold set and reject set ($p<0.05$). Therefore, the results also supported H1b.

In the reject set, as hypothesized, the mean value of attitude (3.02) and intention (.21) were the lowest. While the mean information (3.41) and confidence (4.87) were slightly lower than the average. Furthermore, the average values of brand information, attitude in the reject set were significantly different from those in the hold and foggy sets, and the average value of intention in the reject set was significant different from those in hold set (all differences significant at $p<0.05$). However, the mean value of confidence in reject set was not significantly different from hold and foggy sets, and the mean value of intention in reject set was not significantly different from the foggy set either ($p<0.05$). Thus, H1c was partially supported.

The profile of the foggy set was consistent with the hypothesized profile for this set. The mean cognition (2.62) and confidence (4.75) received the lowest values. Mean attitude was lower than average as hypothesized. Mean intention (0.26) was very low but not the lowest (higher than reject set). On the four variables (information, attitude, confidence and intention). nine of the possible twelve pairs (between foggy set and another set) were found to be significantly different ($p<0.05$). Hence. H1d was supported too.

Overall. the statistically significant results obtained from this study provided further confirmation of the Brisoux-Laroche Brand Categorization Model and existence of four sets of awareness. The respondents hold more positive attitudes. have more confidence and information about the brands. and have higher intention to purchase in the consideration set than the other three sets. In the hold set. the ratings are a bit lower than in the consideration set because the hold set is not a purchase alternative but consumers hold this set for other reasons (Laroche & Parsa 2000). Cognition and confidence in the foggy set are the lowest because respondents have less information and experience with the brands and therefore are not confident in judging them. Attitude and intention toward the brand are the lowest in the reject set since respondents don't consider the brands in the reject set as alternatives in their purchases.

2. *Validation of the Laroche Competitive Vulnerability Model*

- **Cognitions → Attitudes (H2)**

H2 stated that a consumer's attitudes toward a focal brand (i) are positively affected by his/her cognitions of the same brand while negatively affected by his/her cognitions of the competing brands (j, j ≠ i) in the consideration set.

Table 9: The Cognition --- Attitude Link (H2)

Cognition / Attitude	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Quan Ju De B6	Gou Bu Li B1	Calif. B5	Yong He B9	Adey B10	Deksi B2	Const-ant	Adjusted R-square (F-value)
Kent B3	.119 * (19.74)	[illegible] (1.96)	.006 * (2.27)			.009 ** (1.55)				.015 (2.83)	-.081 * (-2.72)	.760 * (186.82)
Mc'D B8		.128 * (31.12)	.007 ** (2.21)			.015 (2.78)				.013 ** (2.07)	-.076 * (-3.06)	.803 * (300.81)
Pizza Hut B7			.124 * (42.68)							.005 ** (1.50)	n/s	.861 * (910.95)
Ma Lan B11	-.011 * (-2.58)		-.008 * (-2.70)	.108 * (24.09)	-.006 *** (-1.64)	.013 (2.67)	-.007 *** (-1.42)	-.011 * (-2.67)			.092 * (3.05)	.767 * (139.29)
Quan Ju De B6	-.005 *** (-1.29)	.006 [illegible]	-.003 *** (-1.56)		.123 * (51.43)		.005 (1.52)	-.008 * (-2.88)			n/s	.905 * (469.50)
Gou Bu Li B1		-.007 * (-2.89)		-.004 ** (-1.47)		.121 * (36.40)	.005 ** (1.63)	-.007 * (-2.76)			.042 * (2.65)	.865 * (379.28)
California Noodle B5	-.004 *** (-1.50)						.110 * (30.79)				.023 *** (1.29)	.806 * (612.04)
Yong He B9								.108 * (37.43)		-.008 ** (-2.18)	n/s	.826 * (700.67)
Adeyong B10									.115 * (40.91)		n/s	.850 * (1673.39)
Deksin B2								-.006 * (-3.60)		.104 * (44.66)	n/s	.872 * (998.21)

Numbers in parentheses are T-values
* Significant at p < 0.01
** Significant at P< 0.05
*** Significant at P< 0.10

In table 9, all the significant coefficients were either negative or positive. The diagonal coefficients indicate the relationship between the focal brand's cognition and attitude toward the focal brand, and the off-diagonal coefficients indicate the significant effects of the focal brand's cognition on attitudes toward competing brands.

From table 9, we can clearly see that all the diagonal coefficients were positive, which suggests that a higher cognition of a specific brand lead to a higher attitude toward the same brand. Off-diagonal coefficients indicating the relationships between cognitions of the focal brand and attitudes toward the competing brands were not constant, some were negative and some were positive. So, H2 was partially supported. That is, an individual's attitude toward a focal brand is positively related to his/her cognitions of the same brand, and his/her cognitions of a focal brand may also have effects on his/her attitudes toward the competing brands, however, these effects are not necessarily negative, but can be positive too.

Laroche (2002) explained that a final point of clarification concerning the competitive vulnerability model is that not **all** off-diagonal coefficients have to be significant, but if some are and negative, this is an indication of a substitution competitive effects; and if the off-diagonal coefficients are not significantly different from zero, then there is no relationship between the cognitions of the focal brand and attitudes toward competing brands. Therefore, the results shown in table 9 supported the relationships between cognitions and attitudes of the Laroche Competitive Vulnerability Model.

- **Cognitions → Confidences (H3)**

H3 stated that a consumer's cognitive evaluations of a focal brand (i) positively impact his/her confidence toward the same brand while negatively impact his/her confidences toward the competing brands (j, j ≠ i) in the consideration set.

The results presented in Table 10 supported H3. All the diagonal coefficients were positive, and 23 out of 27 off-diagonal coefficients were negative. That is, higher cognitions of a focal brand lead to higher confidence in the same brand and lower confidences in the competing brands.

Table 10: The Cognition --- Confidence Link (H3)

Cognition / Confide	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Quan Ju De B6	Gou Bu Li B1	Calif. B5	Yong He B9	Adey B10	Deksi B2	Const -ant	Adjusted R-square (F-value)
Kent B3	.140 * (52.02)		[illegible]		003 [illegible]		- 006 ** (-1 94)	- 006 *** (-2 13)			027 *** (1 56)	927 * (747 04)
Mc'D B8		.143 * (77 30)						- 003 *** (-1 29)			n/s	954 * (3016 24)
Pizza Hut B7		- 005 * (-2 59)	151 * (95 08)		- 004 ** (-1 78)	- 009 * (-3 14)					040 * (3 04)	970 * (2351 12)
Ma Lan B11				.177 * (101.3)	- 003 ** (-2.29)		- 003 *** (-1 51)		- 003 *** (-1 62)		009 ** (1 97)	976 * (3000 69)
Quan Ju De B6	[illegible]	- 004 ** (-2 16)	- 003 ** (-2 13)	- 004 * (-2 39)	.152 * (105 6)			-.004 * (-2 36)			020 ** (1 73)	976 * (2033 68)
Gou Bu Li B1		- 003 ** (-2 30)			- 002 ** (-1 82)	.170 * (100.6)		003 (2 15)			016 ** (2 07)	978 * (3265 28)
California Noodle B5		- 002 ** (-1 84)	- 002 *** (-1 57)		-.003 ** (-2 18)	- 002 *** (-1.36)	.167 * (96.21)	-.002 *** (-1.52)		- 003 *** (-1.60)	025 ** (2.86)	976 * (1729 19)
Yong He B9		- 003 * (-2 33)				-.005 * (-3.02)		.153 * (104.3)			.020 * (2.61)	974 * (3687 69)
Adeyong B10									.149 * (102.0)	- 005 * (-2 48)	n/s	973 * (5367 23)
Deksin B2										.151 * (140.9)	n/s	985 * (19863 6)

Numbers in parentheses are T-values
* Significant at $p < 0.01$
** Significant at $P < 0.05$
*** Significant at $P < 0.10$

- **Brand Attitudes ↔ Confidence (H4)**

H4 stated that a consumer's attitudes toward and confidence in a focal brand in the consideration set are positively correlated.

Table 11 strongly supported H4. The attitude and confidence links for all the brands were found to be significantly positive at $p < 0.001$.

Table 11: Reciprocal Correlation: Attitude ↔ Confidence (H4)

Attitude ↔ Confidence For focal brands	Correlation Coefficients	P-Values
ATT 1 ↔ CON 1	.9402	.000
ATT 2 ↔ CON 2	.9288	.000
ATT 3 ↔ CON 3	.8578	.000
ATT 5 ↔ CON 5	.9050	.000
ATT 6 ↔ CON 6	9508	.000
ATT 7 ↔ CON 7	.9107	.000
ATT 8 ↔ CON 8	.8903	.000
ATT 9 ↔ CON 9	.9132	.000
ATT 10 ↔ CON 10	.9154	.000
ATT 11 ↔ CON 11	.8651	.000

- **Brand Attitudes + Confidence → Intentions (H5)**

According to H5, a consumer's attitudes toward and confidence in a focal brand (i) positively impact his/her purchase intentions toward the focal brand and negatively impact their purchase intentions toward the competing brands (j, $j = i$) in the consideration set.

Table 12 and table 13 present the results of testing H5. Table 12 shows the effects of focal brand's confidence and attitudes toward focal and competing brands on the formation of focal brand's intention. Table 13 shows the effects of confidences toward focal brand and competing brands on the formation of focal brand's purchasing intention. The figures in Table 13 were derived from the regression of the confidences toward all brands + attitudes toward all brands → focal brand's intention. To simplify the table, we only provided partial results of this regression (confidences toward all brands → focal brand's intention) in table 13.

Table 12: All Brands' Attitudes + Focal brand Confidence

→ Focal Brand's Intention Link (H5)

Attitudes / Intention	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Qua J. De B6	Gou Bu Li B1	Calif B5	Yong He B9	Ade B10	Dek sin B2	Focal Confi-dence	Cons -tant	Adjust. R-squ. (F-value)
Kent B3	.33 * (2.12)	-.19 ** (-1.98)	-.40 * (-5.93)	-.44 * (-4.32)	-.43 * (-5.31)	-.25 ** (-2.22)	-.58 * (-4.76)	-.52 * (-4.95)	-.43 * (-4.39)	-.35 ** (-2.34)	1.63 * (10.80)	.86 * (9.42)	.78 * (96.64)
Mc'D B8	-.19 ** (-2.10)		-.39 * (-6.11)	-.32 * (-3.41)	-.34 * (-4.43)	-.20 ** (1.86)	-.42 * (-3.80)	-.39 * (-4.08)	-.31 * (-3.44)	-.26 ** (-1.83)	2.00 * (23.30)	.64 * (8.00)	.81 * (132.08)
Pizza Hut B7	-.23 * (-3.8)		.39 * (3.63)	-.11 *** (-1.56)	-.11 ** (-1.86)	-.10 *** (-1.35)	-.13 *** (-1.62)		-.20 * (-3.0)		1.50 * (15.71)	.23 * (4.48)	.88 * (281.71)
Ma Lan B11		-.06 *** (-1.54)		.47 * (5.54)		-.12 ** (-2.14)	-.08 *** (-1.41)				1.47 * (23.39)	.05 ** (1.7)	.91 * (638.14)
Quan Ju De B6	-.12 ** (-1.89)	-.15 * (-2.53)	-.09 ** (-2.3)	-.15 * (-2.46)	.37 * (2.36)	-.14 ** (-2.08)	-.11 *** (-1.58)	-.09 *** (-1.47)	-.08 *** (-1.45)		1.46 * (10.83)	.26 * (5.63)	.87 * (203.14)
Gou Bu Li B1	-.16 * (-2.73)	-.10 ** (-1.75)	-.08 ** (-2.06)	-.25 * (-4.49)		1.20 * (7.33)	-.22 * (-3.21)	-.08 *** (-1.32)			1.31 * (10.23)	.23 * (5.66)	.90 * (339.39)
Califo. Noodle B5	-.10 * (-2.84)					-.10 ** (-2.23)	.50 * (4.80)				1.72 * (22.24)	.07 * (2.79)	.93 * (1019.9)
Yong He B9	-.19 * (-3.2)				-.07 ** (-1.89)	-.15 * (-3.2)		.23 ** (2.0)			1.79 * (20.56)	.14 * (5.08)	.91 * (625.29)
Adeyong B10	-.05 ** (-2.13)		-.07 * (-3.47)	-.06 ** (-2.22)	-.03 *** (-1.4)				.44 * (6.38)	-.11 * (-2.38)	1.23 * (21.85)	.07 * (3.62)	.94 * (690.07)
Deksin B2			-.06 * (-3.25)						-.04 *** (-1.31)	.64 * (5.27)	1.15 * (12.86)	.02 ** (2.15)	.89 * (576.65)

Numbers in parentheses are T-values
* Significant at p < 0.01
** Significant at P< 0.05
*** Significant at P< 0.10

As expected, all the diagonal coefficients in table 12 and table 13 were found to be significantly positive except for attitude toward Brand 8 in table 12. However, attitude and confidence should be combined together when we do the analysis (Laroche 2002), and our results in table 10 also suggested that confidence is highly correlated with attitude. The confidence toward Brand 8 in table 11 indicates a significant effect (p<0.01) on intention.

Therefore, the diagonal coefficients in table 12 and table 13 indicate that an individual's purchase intention toward a specific brand increases as her/his attitude and confidence toward the same brand increases.

Table 13: All Confidences → Focal Brand's Intention Link (H5)

(Partial outputs from All Confidences + All Attitudes → Focal Intention Regression)

Confidence / Intention	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Qua J. De B6	Gou Bu Li B1	Calif B5	Yong He B9	Ade B10	Dek sin B2	Cons-tant	Adjust. R-squ. (F-value)
Kent B3	1.67 * (11.23)	-.18 ** (-1.96)		-.36 * (-4.89)		-.24 * (-2.87)	-.53 * (-5.99)			-.32 * (-3.04)	.97 * (10.57)	.80 * (107.73)
Mc'D B8		1.94 * (22.92)			-.31 * (-4.89)	-.17 ** (2.05)	-.42 * (-5.11)	-.29 * (-4.02)		-.20 ** (-1.94)	.72 * (8.97)	.82 * (139.46)
Pizza Hut B7			.40 * (3.73)	-.09 *** (-1.62)		-.10 ** (-1.74)	-.10 *** (-1.61)				.25 * (4.70)	.88 * (283.97)
Ma Lan B11	-.09 ** (-2.07)			1.49 * (23.74)		-.10 ** (-2.30)	-.11 * (-2.48)				.09 ** (2.27)	.92 * (649.54)
Quan Ju De B6					1.45 * (10.80)	[illegible]	-.11 ** (-2.1)	-.09 ** (-1.97)	-.08 *** (-1.61)		.28 * (5.88)	.87 * (187.99)
Gou Bu Li B1	-.26 * (-4.37)	-.07 *** (-1.36)				1.28 * (10.29)	[illegible] (1.44)		-.06 *** (-1.37)		.34 * (6.67)	.91 * (288.27)
Califo. Noodle B5	-.08 * (-1.99)	-.08 ** (1.98)					1.69 * (22.12)				.14 * (4.04)	.93 * (839.23)
Yong He B9	-.17 * (-3.9)						-.25 * (-3.11)	1.84 * (21.38)		-.47 * (-3.67)	.21 * (5.67)	.92 * (342.98)
Adeyong B10	-.09 * (-3.54)				-.03 ** (-1.68)		-.05 ** (-2.07)		1.23 * (22.37)	-.09 * (-2.97)	.12 * (4.81)	.94 * (626.05)
Deksin B2										1.15 * (12.85)	.02 ** (2.15)	.89 * (576.65)

Numbers in parentheses are T-values
* Significant at p < 0.01
** Significant at P< 0.05
*** Significant at P< 0.10

All the off-diagonal coefficients in table 11 and thirty-one out of thirty-three off-diagonal coefficients in table 12 were found to be negative. That is, an individual's purchase intention toward a specific brand decreases as her/his attitudes and confidence toward other competing brands increases. Therefore, the results strongly confirmed H5, demonstrating the presence of competitive effects.

- **Predictive Power of the Laroche Competitive Vulnerability Model**

In dealing with a very large number of brands, multiple regression analysis is better suited than any other technique. in these various tests, the competitive vulnerability model has been shown to improve substantially the accuracy of predictions of intentions (Laroche 2002).

Table 14 presented the improvements in adjusted R-square for the 10 brands when all attitudes and confidence were included in the stepwise regression.

Table 14: Comparison of Alternative Formulations of Attitudes and Confidence in Their Relationships to Intentions.

Brands	Adjusted R-square						
	Focal ATT Only	All ATTs	**Increased R-square (%)**	All ATTs + Focal CON	**Increased R-square (%)**	All ATTs + All CONs	**Increased R-square (%)**
Gou Bu Li	.855	.865	1.17	.901	5.38	.906	5.96
Deksin	.817	.823	0.73	.885	8.32	.885	8.32
Kentucky	.503	.690	37.18	.779	54.87	.798	58.65
Calif. Noodle	.812	.822	1.23	.932	14.78	.934	15.02
Qian Ju De	.799	.820	2.63	.872	9.14	.873	9.26
Pizza Hut	.762	.788	3.41	.883	15.88	.884	16.01
Mc'Donald	.560	.704	25.71	.815	45.54	.823	46.96
Yong He	.775	.789	1.81	.913	17.81	.920	18.71
Adeyong	.839	.847	0.95	.942	12.28	.944	12.51
Ma Lan Noodle	.753	.758	0.66	.914	21.38	.916	21.65
Average			**7.55**		**20.54**		**21.31**

When all attitudes were included, the average R-square increased by 7.55% compared to only focal brand's attitude included. Similarly, when all attitudes and focal confidence were included in the regression, the average R-square increased by 20.54% compared to only focal brand's attitude included. These result revealed that including attitudes and confidence toward competing brands could increase the model's predictive ability, thus further supporting that the Laroche Competitive Vulnerability Model has more predictive power than single effect models.

Overall, all these results strongly support the validity of the Laroche Competitive Vulnerability Model. The significant coefficients (in tables 9-14) revealed correlations among brand cognitions, attitudes, confidence, and intentions of focal brand and the competing brands.

3. *Coupon Effects on Brand Attitude and Intention*

- **Coupon effects across the Four Sets (H6)**

We conducted paired t-tests to examine a specific brand's coupon effect on consumer's attitude and intention toward that brand in the four brand categorization sets. Table 15 shows the results.

Table 15: Mean Difference between Before and After of Coupon Promotion across the Four Sets (H6)

Categorization Set	Mean Paired Differences between Before and After of Coupon				Hypotheses Supported or not
	Paired N	*Price Perception*	*Attitudes*	*Intentions*	
Consideration Set	114	1.3333 * (13.01)	.4649 * (8.25)	.5323 * (17.19)	H6a: Yes
Hold Set	73	1.137 * (9.30)	.6438 * (6.90)	.6905 * (16.73)	H6b: Yes
Reject Set	16	.4375 n/s (.96)	1.0625 * (3.69)	.2943 * (2.85)	H6c: No
Foggy Set	40	1.0000 * (6.24)	.8625 * (6.02)	.5638 * (8.82)	H6d: Partial

Numbers in parentheses are T- values
* Significant at $p < 0.01$ (2-tail)
** Significant at $P < 0.05$ (2-tail)
*** Significant at $P < 0.10$ (2-tail)

As we expected, a focal brand's coupon incentive had significant positive impact on both of the consumer's attitude and intention toward the same brand in the consideration set and hold set ($p<0.01$). It was also found that after coupon promotion, consumers' price perception of that brand was changed. More specifically, a specific brand's coupon incentive can lower consumer's high price perception toward that brand. These findings also supported the notion of cognition→ attitude → intention. That is, coupon incentive (a cognitive evaluation) can positively change consumer's attitude toward that brand, then increase consumer's purchase intention toward that brand in the consideration and hold sets. Hence, H6a and H6b were strongly supported.

Not as we hypothesized, for brands in the reject set, a focal brand's coupon incentive also had significant positive effects on the attitude and intention toward the same brands, although their price perception hadn't been changed. Although the T-values of paired differences of attitude and intention in the reject set were lower than in other sets, they were still significant at $p< 0.01$. Thus, H6c was rejected. This result might be caused by the sample' demographics. The sample in this study was biased toward a low consumption population, therefore, despite consumer's negative attitude and intention toward the specific brand, a coupon incentive of that brand in this study was still attractive enough for the consumers to try that brand again.

For H6d, we expected coupon incentive to have a little positive effect on brand attitude and intention. But results showed that a coupon incentive had significant impacts on brand attitude and intention in the foggy set at $p<0.01$. Hence, H6d was partially supported. Similarly, this result might also be caused by the low-income skewed sample's demographics.

- **Coupon Effects on Competing Brands in the Consideration Set (H7)**

H7 stated that a focal brand (i)'s coupon incentive negatively impacts a consumer's attitude toward the competing brands (j, $j \neq i$), and in turn, decreases this consumer's purchase intention toward those competing brands in the consideration set. The off-diagonal means in Table 16 show a specific coupon's *Attitude* effects on the competing brands in the consideration set. The off-diagonal means in table 17 show coupon's *Intention* effects on the competing brands in the consideration set.

Table 16: *Attitudes Effects:* Mean Paired Difference between Before and After of a Focal Brand's Coupon →Competing Brands' (H7)

Competing brand / Focal Coupon	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Qua J. De B6	Gou Bu Li B1	Calif B5	Yong He B9	Adeyong B10	Dek sin B2
Kent B3	.5400 * (3.67)									
Mc'D B8	-.2500 ** (-1.91)	.2955 ** (2.52)	-1.0000 ** (-4.90)					-.3182 ** (-3.13)	-.6250 *** (-2.61)	
Pizza Hut B7						.2500 (2.24)				
Ma Lan B11		-.5000 ** (-2.18)		.9167 ** (2.61)	-.6000 *** (-1.83)					
Quan Ju De B6					.4706 * (3.11)	.2143 (2.12)				
Gou Bu Li B1	-.2038 * (-2.85)	-.2083 * (-2.85)	-.2857 ** (-2.83)			.6667 * (5.66)	-.1875 *** (-2.05)			
Califo. Noodle B5		[illegible]		[illegible]			.7857 ** (2.98)			
Yong He B9								.4000 *** (2.14)		
Adeyong B10	[illegible]									
Deksin B2										.4000 *** (2.14)

Numbers in parentheses are T-values
* Significant at p < 0.01 (2-tail)
** Significant at P< 0.05 (2-tail)
*** Significant at P< 0.10 (2-tail)

The figures in tables 16 and 17 supported H7. In table 16, ten out of fifteen off-diagonal means were negative, indicating competitive effect's existing in the formation of attitudes toward the competing brands given a coupon incentive in the consideration set. In table 17, twenty-six out of thirty-two off-diagonal coefficients were negative, indicating a coupon's negative effects on the purchase intention toward the competing brands in the consideration set. Furthermore, in table 17, five out of six positive off-diagonal means were in the column of Brand 11. In the Chinese market, the Brand 11's price is the lowest among all the testing brands in this study, thus coupon incentives of other brands may not have a significant impact on the attitude and intention toward this brand. Therefore, if we excluded Brand 11 from table 17, almost all the off-diagonal means were negative, which therefore could further confirm our H7.

Table 17: ***Intention Effects:*** **Mean Paired Difference between Before and After of a Focal Brand's Coupon →Competing Brands' (H7)**

Competing brand / Focal Coupon	Kent B3	Mc'D B8	Pizza Hut B7	Ma Lan B11	Qua J. De B6	Gou Bu Li B1	Calif B5	Yong He B9	Adeyong B10	Dek sin B2
Kent B3	.5324 * (9.62)	-.2198 * (-4.39)	-.2393 *** (-3.01)							
Mc'D B8	-.1066 ** (-2.33)	.4322 * (10.97)						-.1780 * (-3.58)		
Pizza Hut B7	-.1414 * (-3.37)	-.1532 * (-3.10)	.5227 * (7.92)			-.1848 ** (-2.84)				
Ma Lan B11	-.2244 * (-2.95)	-.1237 *** (-2.09)		1.4747 ** (10.07)						
Quan Ju De B6	-.0723 ** (-2.36)	-.0711 *** (-1.75)			.3461 * (6.59)					
Gou Bu Li B1	-.1421 * (-4.34)	-.1606 * (-4.05)		[illegible]		.5368 * (6.52)		-.1961 *** (-2.18)	-.0973 ** (-2.19)	
Califo. Noodle B5	-.1896 * (-5.27)	-.1484 * (-3.54)		[illegible]		-.3750 * (-16.11)	.4677 * (8.74)		-.1115 *** (-2.08)	[illegible]
Yong He B9		-.1231 ** (-2.37)		[illegible]	-.1683 *** (-4.20)			.5473 * (5.49)		
Adeyong B10	-.2497 * (-3.32)	-.2401 * (-4.73)		[illegible]					1.3544 n/s (1.73)	
Deksin B2	-.1581 * (-3.62)	-.2340 * (-5.02)	-.0802 *** (-1.97)	[illegible]						.5220 * (5.81)

Numbers in parentheses are T-values
* Significant at p < 0.01 (2-tail)
** Significant at P< 0.05 (2-tail)
*** Significant at P< 0.10 (2-tail)

In summary, the results from the study show that a focal coupon incentive could positively change consumer's attitude and intention toward the same brand in the four brand categorization sets, and negatively impact consumer's attitude and intention toward the competing brands in the consideration set.

4. ***Fast-food Category and Brand Profiles***

- **Importance of Attributes**

Table 18 shows the importance of attributes for brand choice in the fast-food category. It was obtained by multiplying the mean score of each attribute with its importance evaluation (question 17 in part III).

Table 18: Importance of Attributes for Brand Choice

Attributes	Mean	Std Dev	Minimum	Maximum
Food's Quality	34.61	6.43	16.36	49.00
Taste	32.47	5.47	17.86	44.33
Service's Quality	32.37	7.03	12.33	49.00
Environment	32.02	7.18	12.27	49.00
Convenience	26.98	6.45	9.45	42.00
Previous Experience	25.18	6.37	7.14	43.91
Price	24.85	6.06	10.50	42.64
Variety	23.13	6.20	4.18	40.25

"Food's quality" was sorted as the most important attribute when choosing a brand in the fast-food category, followed by "taste", "service quality", "environment", "convenience", "previous experience", "price", "variety", in descending order.

An interesting finding was that "price" obtained the second lowest importance score compared to other attributes although coupon incentive had significant impact on consumer's attitude and intention toward the brand. Two possible reasons can explain this finding: first, although "price" was ranked the second last important attribute, it is still a critical important attribute when choosing a brand in the fast-food category, and other attributes are more important. Second, Chinese culture probably played an important role in their answers. Collectivistic people sometimes are not as honestly to interviewers as individualistic people because collectivism people care more about what other people think about them. The sample in this study was from collectivistic people and skewed toward low-income population. Those subjects might be afraid that others would think they care too much for such a small amount of money, so although they believed "price" as a very important attribute, they still gave "price" a bit lower score.

- **Brand Profiles**

Table 19 shows the percentage of brand responses in each of the categorization sets. The general response rates of the consideration set, hold set and foggy set were very high, 100%, 98.3% and 95.7% respectively. An interesting finding was that the response rate of the reject set was a bit low, only 70%, that is, 30% of respondents didn't categorize any brands into the reject set. This finding can also be explained by the Chinese collectivism culture. Collectivistic people don't like to show their negative attitudes, instead, they would like to keep silence or show neutral attitudes.

Table 19: Brands Percentage in the Categorization Sets (%)

Fast-food Brands	Awareness	Consideration Set	Hold Set	Reject Set	Foggy Set
GouBuLi steamed stuffed buns	96.7	15.3	11.7	16.7	9.7
Dekson	70.3	8.0	13.7	6.3	26.0
Kentucky	100.0	84.0	2.0	1.3	0.7
Rong Hua Chicken	60.3	1.0	7.0	11.7	30.3
California Noodles	92.0	15.3	18.0	17.7	9.3
Beijing Quan Ju De roast duck	97.7	21.3	13.7	3.0	1.3
Pizza Hut	91.7	36.7	19.3	5.3	12.3
Mcdonald's	100.0	81.0	1.3	1.3	0.3
Yong He Dou Jiang	97.7	15.7	19.3	8.7	7.7
Adeyong	77.0	16.0	23.0	2.7	17.3
Malan hand- pulled noodles	96.0	24.0	13.7	17.0	7.7
Total % of respondents		**100**	**98.3**	**70.0**	**95.7**

Table 19 also presents each brand's awareness and the percentage of brand responses in each of the four categorization sets. Brands awareness ranking in this study was consistent with the results of previous study presented in Table 1. The top 2 brands of awareness were still Mcdonald's and Kentucky. The last two brands of awareness were still Rong Hua Chicken and Dekson. However, the general brand awareness was a bit higher than previous study (e.g., see Table 1) only except for Rong Hua Chicken. It is not a surprise because this survey was only conducted in Beijing. The fast-food restaurants are better developed and therefore more popular in Beijing than in other cities. While Rong Hua Chicken is a traditional Shanghai Chinese food, which is much more popular in the south of China than in the north of China, which explains why Rong Hua Chicken's awareness in Beijing is a bit lower.

The brands with high percentages in the reject set were all traditional Chinese fast-food. This might be caused by their poor restaurant environment or management compared with western fast-food restaurants.

The most popular brands in this study were Kentucky and Mcdonald's with 100% brand awareness and much higher percentages in the consideration set than other brands. 84% of respondents categorized Kentucky into the consideration set (first or second choice) and 81% of respondents categorized Mcdonald's into the consideration set when choosing a fast-food brand. The mean brand cognition, attitude, confidence and intention of Kentucky and Mcdonald's were also higher than for other brands in the consideration set (see the tables 20-23). Apparently, Kentucky and Mcdonald's are the most successful fast-food brands and far ahead of other brands in the Chinese market.

The second popular western fast-food brand was Pizza Hut with 91.7% brand awareness, and 36.7% of respondents would consider Pizza Hut as their first or second brand choice. However, 12.3% categorized Pizza Hut into the foggy set. (See table 19).

The percentage of Pizza Hut in the foggy set was much higher than Kentucky and Mcdonald's. That is, consumers still need more information about Pizza Hut.

The less popular western brands were Adeyong (77% awareness) and Dekson (70.3%). Only 16% of respondents categorized Adeyong into consideration set and 8% respondents categorized Dekson into the consideration set. The percentages of Dekson and Adeyong in the foggy set were very high, 26% and 17.3% respectively. (See table 18).

The most popular traditional Chinese fast-food brand was Ma Lan Hand-Ulled Noodles with 96% awareness and a high percentage of 24% in the consideration set. However, the mean cognition, attitude, intention were a bit lower than those popular western fast-food brands (see tables 19-22). This may tell us that many Chinese like this brand may be just because it is a traditional Chinese food welcomed by those people who particularly like Chinese food's taste, however, the marketing promotions or restaurant management may still need to be improved. Despite its high percentage in consideration set, its percentage in reject set was also very high at 17%, that is, despite many consumers really like this brand, some other consumers hate it.

Some other traditional Chinese fast-food brands were also welcomed by many respondents. The awarenesses of Gou Bu Li Steamed Stuffed Buns, California Noodles, Beijing Quan Ju De Roast Duck and Yong He Dou Jiang were 96.7%, 92%, 97.7% and 97.7% respectively. The percentages of these brands in the consideration set were all around 15%. (See table 19). The mean cognition, attitude, and intention of these brands except for California Noodles, were lower than Kentucky and Mcdonald's, but were at the same level as Pizza Hut (see tables 20-23).

The least popular brand was Rong Hua Chicken, with only 60.3% brand awareness and only 1% of respondents consider it as their purchase alternative. The percentage of Rong Hua Chicken in the foggy set was the highest at 30.3%. The mean cognition, attitude, confidence and intention of Rong Hua Chicken across the four sets were almost always the lowest. So Rong Hua Chicken is the least successful brand among these 11 brands in China.

Table 20: Mean *Cognitions* for 11 Brands

Brand	Consideration Set		Hold Set		Reject Set		Foggy Set	
	Mean	N	Mean	N	Mean	N	Mean	N
GouBuLi Steamed Stuffed Buns	4.98 (.66)	45	3.74 (.69)	35	2.93 (.62)	50	3.44 (.72)	28
Dekson	5.37 (.64)	24	4.05 (.73)	42	3.70 (.57)	19	3.52 (.78)	77
Kentucky	6.10 (.54)	254	5.13 (.80)	5	4.30 (1.46)	3	3.29 (-)	1
Rong Hua Chicken	4.51 (.57)	3	3.31 (.71)	21	3.06 (.83)	36	3.31 (.90)	91
California Noodles	4.94 (.63)	45	3.79 (.59)	53	3.25 (.77)	52	3.72 (.72)	27
Beijing Quan Ju De roast duck	5.59 (.59)	63	5.17 (.60)	40	4.37 (.91)	9	4.88 (.55)	4
Pizza Hut	5.77 (.74)	109	5.10 (.75)	59	4.61 (.60)	16	4.75 (.81)	36
Mcdonald's	6.16 (.55)	241	5.66 (.14)	2	3.76 (.61)	3	3.45 (-)	1
Yong He Dou Jiang	5.36 (.79)	46	4.51 (.71)	58	3.65 (.78)	25	4.52 (.66)	21
Adeyong	5.59 (.72)	48	4.41 (.73)	69	4.29 (.65)	8	4.40 (.70)	49
Malan hand- pulled noodles	4.81 (.65)	70	3.79 (.54)	40	3.35 (.67)	51	3.78 (.67)	21

Note: The numbers in parentheses are standard deviations of means.

Table 21: Mean *Attitudes* for 11 Brands

Brand	Consideration Set		Hold Set		Reject Set		Foggy Set	
	Mean	N	Mean	N	Mean	N	Mean	N
GouBuLi Steamed Stuffed Buns	5.82 (.89)	46	3.84 (.83)	35	2.75 (.95)	50	3.47 (.95)	29

Dekson	5.62 (.80)	24	3.87 (.92)	42	2.84 (.83)	19	3.19 (1.21)	78
Kentucky	6.18 (.64)	255	4.50 (.63)	6	4.00 (2.65)	3	3.00 (-)	1
Rong Hua Chicken	4.67 (1.26)	3	3.71 (1.14)	21	2.93 (.91)	37	3.34 (.99)	91
California Noodles	5.63 (.85)	46	3.84 (.93)	54	2.93 (.77)	53	3.89 (.88)	27
Beijing Quan Ju De roast duck	6.04 (.71)	64	5.23 (.79)	41	3.56 (1.21)	9	5.25 (.87)	4
Pizza Hut	6.08 (.87)	110	4.76 (.08)	59	3.97 (.67)	16	3.93 (1.29)	37
Mcdonald's	6.20 (.64)	243	4.88 (.25)	4	2.83 (1.26)	3	3.50 (-)	1
Yong He Dou Jiang	5.70 (.90)	46	4.28 (.85)	58	3.12 (.93)	26	4.30 (1.12)	23
Adeyong	5.86 (.92)	48	4.46 (.96)	69	3.50 (.93)	8	3.95 (1.18)	52
Malan hand- pulled noodles	5.61 (1.01)	71	3.89 (.76)	41	2.92 (.96)	51	3.67 (.99)	21

Note: The numbers in parentheses are standard deviations of means.

Table 22: Mean *Confidences* for 11 Brands

Brand	Consideration Set		Hold Set		Reject Set		Foggy Set	
	Mean	N	Mean	N	Mean	N	Mean	N
GouBuLi Steamed Stuffed Buns	6.16 (.94)	46	4.67 (1.04)	35	5.00 (1.22)	50	4.29 (1.14)	29
Dekson	5.87 (.77)	24	4.73 (1.48)	42	4.74 (1.60)	19	4.79 (1.40)	78
Kentucky	6.38 (.68)	255	4.58 (2.13)	6	6.33 (1.15)	3	7.00 (-)	1
Rong Hua Chicken	5.00 (1.50)	3	5.19 (1.09)	21	4.64 (1.65)	37	4.73 (1.53)	91
California Noodles	6.04 (.82)	46	5.17 (1.32)	54	4.87 (1.26)	53	4.50 (1.25)	27
Beijing Quan Ju De roast duck	6.16 (.68)	64	5.18 (1.00)	41	4.22 (1.12)	9	5.00 (1.47)	4
Pizza Hut	6.25 (.95)	110	5.23 (1.12)	59	4.69 (1.36)	16	4.69 (1.35)	37
Mcdonald's	6.35 (.62)	243	5.88 (1.03)	4	4.83 (2.25)	3	2.50 (-)	1
Yong He Dou Jiang	5.95 (.76)	46	5.17 (.91)	58	4.65 (1.42)	26	5.20 (1.14)	23
Adeyong	6.01 (.78)	48	5.33 (1.18)	69	5.06 (1.50)	8	4.68 (1.41)	52
Malan hand- pulled noodles	6.13 (.85)	71	4.99 (1.03)	41	4.94 (1.16)	51	4.64 (1.01)	21

Note: The numbers in parentheses are standard deviations of means.

Table 23: Mean *Intentions* for 11 Brands

Brand	Consideration Set		Hold Set		Reject Set		Foggy Set	
	Mean	N	Mean	N	Mean	N	Mean	N
GouBuLi Steamed Stuffed Buns	1.26 (1.09)	46	.35 (.33)	35	.19 (.16)	50	.24 (.24)	29
Dekson	.23 (.54)	24	.14 (.26)	42	.06 (.12)	19	.13 (.24)	78
Kentucky	2.10 (.51)	255	.79 (.68)	6	.55 (.75)	3	.20 (.35)	1
Rong Hua Chicken	.03 (.22)	3	.07 (.24)	21	.09 (.15)	37	.15 (.20)	91
California Noodles	1.07 (.95)	46	.35 (.36)	54	.24 (.20)	53	.23 (.27)	27
Beijing Quan Ju De roast duck	1.42 (.70)	64	.64 (.32)	41	.20 (.20)	9	.27 (.38)	4
Pizza Hut	1.28 (.79)	110	.47 (.42)	59	.18 (.25)	16	.26 (.28)	37
Mcdonald's	2.02 (.46)	243	.76 (.52)	4	.41 (.36)	3	.63 (.89)	1
Yong He Dou Jiang	1.31 (.81)	46	.64 (.40)	58	.25 (.20)	26	.46 (.42)	23
Adeyong	.66 (.90)	48	.32 (.48)	69	.05 (.12)	8	.32 (.44)	52
Malan hand- pulled noodles	.91 (.50)	71	.57 (.45)	41	.54 (.42)	51	.54 (.54)	21

Note: The numbers in parentheses are standard deviations of means.

- **The Effects of Coupon on 11 Brands**

Table 24 shows that a coupon had significant effects on the attitudes and intentions of all brands except for the attitude toward Dekson ($p<0.05$). The attitudes and intentions toward the brands changed significantly after coupon incentives were provided. These results suggest that couponing is a very effective promotional tool to educate and persuade consumers in the fast-food category in China.

Table 24: Mean Difference between Before and After of Coupon Promotion

Brands	Differences between Before and After of Coupon					
	Attitudes			Intentions		
	Mean Paired Difference	T-value	2-Tail Significance	Mean Paired Difference	T-value	2-Tail Significance
GouBuLi steamed stuffed buns	1.2333	10.14	*	.7445	14.04	*
Pizza Hut	.2581	2.19	**	.6456	10.61	*
Kentucky	.6154	3.84	*	.5450	9.97	*
Dekson	.1667	1.30	n/s	.5318	8.82	*
Mcdonald's	.3704	3.41	*	.5124	10.51	*
Rong Hua Chicken	1.1818	9.76	*	.4695	9.11	*
California Noodles	.6852	5.72	*	.4657	9.74	*
Yong He Dou Jiang	.5800	6.15	*	.4561	7.32	*
Malan hand- pulled noodles	.9310	4.63	*	.9912	9.39	*
Beijing Quan Ju De roast duck	.5000	3.67	*	.3339	7.96	*
Adeyong	.4444	3.89	*	.6154	9.98	*

N=299

* Significant at $p < 0.01$.
** Significant at $P < 0.05$
*** Significant at $P < 0.10$

5. *The Individualism/Collectivism Construct*

We used factor analysis to identify the specific dimensions underlying the individualism/collectivism construct. Four factors were extracted. Table 25 showed the factor loadings of the individualism/collectivism construct.

Table 25: Factor Loadings of individualism/collectivism construct.

In./ Co.	Factor Name	Loading items	Loadings	Alpha	Mean
Co.	*Fate*	1. My life isn't determined by my own actions.	.764	.7884	4.9356
		2. I live too much by other people's standards.	.711		
		3. I feel self-conscious when I'm with people who have a superior position to mine.	.708		
		4. It's not always wise for me to plan too far ahead because many things turn out to be a matter of good or bad fortune.	.672		
		5. I am quite shy and self-conscious in social situations.	.671		
		6. I feel like powerful people mostly determine what happens in my life.	.477		
Co.	*Society Integrity*	1. I feel strongly about returning favors to others.	.753	.5699	5.7867
		2. It is everyone's responsibility to respect the aged people.	.749		
		3. One of the pleasures of life is to be related interdependently with others.	.652		
In.	*Individualism*	1. What happens to me is my own doing.	.769	.7228	5.1990
		2. I can pretty much determine what will happen in my life.	.764		
		3. The most important thing in my life is to make myself happy.	.656		
		4. When faced with a difficult personal problem, it is better to decide what to do myself, rather than to consult others.	.632		
In.	*Self Reliance*	1. I always do things confidently and positively.	.873	.7167	5.7683
		2. I believe that I have the ability to deal with my daily work.	.803		

The reliabilities for the four factors seemed good, ranging from 0.57 to 0.79. The loadings of all items were very high, ranging from 0.47 to 0.83. The means of the collectivistic factors were more than 4 ("4" means neutral), supporting Hofstede (1991)'s assertion that China has a collectivistic culture. However, an interesting contradiction appeared in this study. The means of the two individualistic factors were 5.20 and 5.77 respectively, which were all more than 4, suggesting that China has also an individualistic culture. These results conflicted with each other. (See table 25.)

Possible reasons of this contradiction could be the scale ineffectiveness. For instance, the two items of Self-reliance (see table 25) were not relevant to culture. Any cultural individual can be proud of and confident on his/her work. On the other hand, the scales (Triandis 1988) used in this study might be somewhat old. Given China's rapid change in the last two decades, cultural attitude may have also changed. The scales used may not be effective may not be effective any longer and need to be redeveloped.

Therefore, this study can't fully support Hofstede (1991)'s assertion of China as a collectivistic country. The individualism/collectivism scales need to be further explored and developed.

DISCUSSION

Conclusions

This study has investigated consumers' brand categorization processes and the competitive effects on the focal brand choice, as well as the impact of a focal coupon incentive on the formation of the competing brands' attitude and intention.

Our findings empirically validated the Brisoux-Laroche Brand Categorization Model and the Laroche Competitive Vulnerability Model in a Chinese context. The findings showed that faced with multi-brand choice, consumers firstly categorize the available brands into four sets of awareness, then only select brands from consideration set in which brands are evaluated with high scores of information, attitude, confidence and purchase intention. Our findings also suggested that cognitive evaluations impact both their attitudes toward and confidence levels in a brand, and finally impact their purchase intention toward that brand. The findings also revealed the existence of competitive effects. More specifically, an individual's intention to buy a focal brand is negatively affected by her/his global attitudes toward and confidence in other competing brands, and positively affected by her/his attitude toward and confidence in the same brand. Overall, our attempt to link the two models was successful, as most coefficients were significant (see Table 9-13).

This study also examined effects of coupon on both focal and global attitudes and intention gained support across the four brand sets of awareness. The results suggested that a coupon related to price has significant positive impacts on brands across the four sets, that is, a coupon incentive can positively change consumer's attitude and intention toward the same brand. Also negative relationships were found between a focal coupon and global attitudes and intentions. More specifically, a focal brand's coupon incentive can negatively impact consumers' attitudes and intentions toward the competing brands.

Limitations and Future Research

Like all studies, this study is not exempt from limitations. Firstly, when we examined the coupon effects on the focal and competing brands only in the consideration set, the sample size of some brands (the number of each brand categorized into consideration set) were very limited. For certain focal coupons, several competing brands had only 2 or 3 samples. Hence, this kind of sample size couldn't yield very significant support for testing coupon effects on competing brands in the consideration set. Future research should enlarge the sample size.

Secondly, the scales of individualism/collectivism used in this study were not effective, thus, couldn't yield the expected results. However, the results somewhat can reflect culture's transition. Therefore, old dimensions of cultural difference across countries may need to be improved. Future research needs to further explore other or new scales of culture research. Moreover, when using individualism/collectivism dimension, it is necessary to compare an oriental sample with a western sample.

Thirdly, given focal coupon's significant effects on the same brand across the four sets of awareness, we can expect that a coupon might change the categorization sets. More specifically, after coupon promotion, a brand used to be categorized into the hold set by a consumer might be moved into the consideration set; or a brand that was categorized into the foggy set now might be moved into the hold set. On the other hand, not only coupon incentives, but also how other promotional factors impact consumer's brand categorization process and choice (the two models) would be an interesting topic and should be further investigated.

Finally, in this study, the examination of coupon effects was not conducted in the real situation. The respondents were just assumed to be given a certain coupon incentive, then their attitude and intention changes were explored. This kind of research method is simpler and more controllable, but can result in bias. If possible, the study of coupon effects on the two models in the future research should be conducted in the real couponing settings.

Managerial Implications

According to the Brisoux-Laroche Brand Categorization Model, consumers will only select brands from the consideration set. So it is not a surprise that every manager's goal is to move his/her brand into the consideration set. However, marketers should understand at what stages (categorization sets) their brands currently are. The marketing strategies for brands in the different categorization sets should be different.

If a brand has already been categorized by most consumers into the consideration set, the marketers should think about how to keep or move that brand to first-choice brand because the brands in each set are heterogeneous. If a brand has been categorized into the foggy or hold set, according to the Brisoux-Laroche Brand Categorization Model, there are great opportunities for marketers to move this brand into the consideration set. Most new products are at this stage (categorized by consumers into the hold or foggy set).

However, if a brand has been categorized by most consumers into the reject set, according to the Brisoux-Laroche Brand Categorization Model, it is difficult for the marketers to change consumer's attitude and intention toward that brand. However, findings from this study also suggest that coupons can temporally impact consumer's attitude and intention toward the brand even for the brands in the reject set. Therefore, a marketer should not easily give up the brand in the reject set, instead, he/she should try to find an effective way to keep that brand in the market. Meantime, for long term product development, marketers may think about product replacement strategies such as brand cannibalization.

By empirically validating the Laroche Competitive Vulnerability Model, we suggest that brands compete against each other at every stage of the decision making process. Therefore, for managers, constantly monitoring competitors' activities is of prime importance. The findings from this study show that coupons can negatively affect consumers' attitudes and intentions toward the competing brands. Therefore, if a competitor is doing couponing promotion, the marketer should be aware that his/her customers may switch to the competing brand.

Apparently, in the Chinese fast-food market, Mcdonald's and Kentucky are the market leaders and they are fairly equally competitive in consumers' consideration sets. Consumers' attitudes and intentions toward the two brands are quite similar. Therefore, increasing brand presence and opening more outlets in small cities or towns are of prime importance. Which one will finally become the No.1 in the fast-food category in China may depend on their speed of brand penetration.

Other domestic and foreign brands are far behind these two brands. The main problems of domestic brands are related to restaurant management. The environment, food cleanliness, service quality and convenience to reach (relevant to the number of outlets) are all less than Mcdonald's and Kentucky. Hence, the managers of domestic brands should learn from Mcdonald's and Kentucky about their management.

Although the restaurant internal management between Mcdonald's and Kentucky and other foreign brands are quite similar, their marketing strategies are very different. In order to successfully compete, other foreign brand managers should early inform customers about their marketing strategies, (e.g., brand extensions, new brand introductions, promotional activities, etc.) and adopt niche marketing (Kotler, Laroche & Parsa 2000; Laroche et al. 2002).

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Appendix

Faculty of John Molson School of Business
Concordia University

Dear Sir/Madam.

As part of the requirement of my Master degree in Administration Program at Concordia University. Montreal. Canada. I am interested in studying the opinions of Chinese consumers on various Fast Foods in China market.

I would very much appreciate your participation in this study by completing this questionnaire. This should take approximately 25 minutes of your time. Please note that your responses to this questionnaire will be kept confidential and will be used in academic research only at Concordia University. No one will know or use your name in this research at all.

Since this research is necessary for the successful completion of my Master program. I sincerely hope that you will agree to participate in this survey.

Thank you again for your kind participation. and I hope that you will enjoy the experience.

Yours truly.

Sarah Huang
Graduate Student in Marketing

Dr. Michel Laroche
Supervisor of Marketing
Concordia University

Mar 2002

Questionnaire

Part I Screen Questionnaire

Instructions: There are no right or wrong answers. Please record your answer(s) by placing an "X" in the space provided.

1. From the list below, which brands of fast foods have you heard of?

Tian Jin Gou Bu Li steamed stuffed buns	__	Pizza Hut	__
Daksin	__	Mcdonald's	__
Kentucky	__	Yong He Dou Jiang	__
Rong Hua Chicken	__	*Adeyong*	__
California Noodles	__	Malan hand- pulled noodles	__
Beijing Quan Ju De roast duck	__		

Part II

Instructions: There are no right or wrong answers. Please record your answer(s) by placing an "X" in the space provided.

1. If you could have your first choice from the list below, which brand of fast food would you select? (Choose only one.)

Tian Jin Gou Bu Li steamed stuffed buns	__	Pizza Hut	__
Daksin	__	Mcdonald's	__
Kentucky	__	Yong He Dou Jiang	__
Rong Hua Chicken	__	*Adeyong*	__
California Noodles	__	Malan hand- pulled noodles	__
Beijing Quan Ju De roast duck	__		

2. Suppose, for whatever reason, your choice in the question above was not available, indicate the other fast foods (which you have heard about) that you would consider selecting.

Tian Jin Gou Bu Li steamed stuffed buns	__	Pizza Hut	__
Daksin	__	Mcdonald's	__
Kentucky	__	Yong He Dou Jiang	__
Rong Hua Chicken	__	*Adeyong*	__
California Noodles	__	Malan hand- pulled noodles	__
Beijing Quan Ju De roast duck	__		

3. With respect to those fast foods which you have heard about (Question 1, Part I), please indicate the brands which you would never select.

Tian Jin Gou Bu Li steamed stuffed buns	_	Pizza Hut	_
Daksin	_	Mcdonald's	_
Kentucky	_	Yong He Dou Jiang	_
Rong Hua Chicken	_	*Adeyong*	_
California Noodles	_	Malan hand- pulled noodles	_
Beijing Quan Ju De roast duck	_		

4. With respect to those fast foods which you have heard about (Question 1, Part I), please indicate the brands which you have no opinion.

Tian Jin Gou Bu Li steamed stuffed buns	_	Pizza Hut	_
Daksin	_	Mcdonald's	_
Kentucky	_	Yong He Dou Jiang	_
Rong Hua Chicken	_	*Adeyong*	_
California Noodles	_	Malan hand- pulled noodles	_
Beijing Quan Ju De roast duck	_		

5. With respect to those fast foods which you have heard about (Question 1, Part I), please indicate the brands which you have an opinion but cannot say whether or not to select.

Tian Jin Gou Bu Li steamed stuffed buns	_	Pizza Hut	_
Daksin	_	Mcdonald's	_
Kentucky	_	Yong He Dou Jiang	_
Rong Hua Chicken	_	*Adeyong*	_
California Noodles	_	Malan hand- pulled noodles	_
Beijing Quan Ju De roast duck	_		

6. By order of preference beginning with 1,2,3, etc… what is the rank you would give to the fast foods which you have heard of (Question 1, Part I)? It is important to leave an empty space if you have not heard of a particular brand of fast food.

Tian Jin Gou Bu Li steamed stuffed buns	_	Pizza Hut	_
Daksin	_	Mcdonald's	_
Kentucky	_	Yong He Dou Jiang	_
Rong Hua Chicken	_	*Adeyong*	_
California Noodles	_	Malan hand- pulled noodles	_
Beijing Quan Ju De roast duck	_		

Part III

Instructions: The following questions are about your attitude to those fast foods that you have heard about. There are no right answers. Please answer these questions by circling the number that best corresponds to your opinion.

Note: Please **only** answer for only those fast foods that you have heard about. Refer to those brands you chose in Question 1, part II.

1. With respect to those fast foods that you have heard about (Question 1, part II), to what extent do you feel you have enough **information** to make an informed judgement about whether or not to make a selection.

	No information					A quite deal information	
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

2. With respect to those fast foods that you have heard about (Question 1, part II), please indicate if you have had **previous experience** with the particular brand.

	No Previous experience					A lot of previous experience	
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

3. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>how you feel about their **taste**</u>.

	Very bad						Very good
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

4. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>how you feel about the **variety of fast foods**</u>.

	Very limited						Lots of variety
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

5. With respect to those fast foods that you have heard about (Question 1, part II), please indicate how you feel about their **price**.

	Very expensive						Very inexpensive
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

6. With respect to those fast foods that you have heard about (Question 1, part II), please indicate how you feel about the **food quality**?

	Very poor						Very good
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

7. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>how you feel about their **service quality**</u>.

	Very poor						Very good
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

8. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>how you feel about **restaurant environment**</u>.

	Very poor						Very good
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

9. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>how you feel about the **convenience to reach** the restaurant.</u>

	Very inconvenient					Very convenient	
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

10. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>the degree to which you **like** the food.</u>

	Dislike very much						Like very much
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

11. With respect to those fast foods that you have heard about (Question 1, part II), please indicate the degree of your **satisfaction** with the restaurant.

	Very unsatisfactory						Very satisfactory
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

12. With respect to those fast foods that you have heard about (Question 1, part II), please indicate how **confident** you are about your evaluation of each brand.

	Very unconfident						Very confident
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

13. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>the degree of your **certainty** about each brand</u>.

	Very uncertain 1	2	3	4	5	6	Very certain 7
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

14. With respect to those fast-food restaurants which you have heard of, please indicate how <u>strongly</u> would you <u>**consider buying**</u> those brands in your next purchase.

	Not consider at all 1	2	3	4	5	6	Consider strongly 7
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

15. With respect to those fast foods that you have heard about (Question 1, part II), please indicate the strength of your **intentions** if you were to make a selection.

	Would definitely **not** intend to buy 1	2	3	4	5	6	Would definitely intend to buy 7
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

16. Please think of the next **10** purchases of fast foods. What would be your distribution of the next ten purchases? (The total must add up to 10)

Brand	**Possible purchase Quantity**
Tian Jin Gou Bu Li steamed stuffed buns	___
Daksin	___
Kentucky	___
Rong Hua Chicken	___
California Noodles	___
Beijing Quan Ju De roast duck	___
Pizza Hut	___
Mcdonald's	___
Yong He Dou Jiang	___
Adeyong	___
Malan hand- pulled noodles	___
Total	**10**

17. How important are the following criteria in selecting a particular brand of fast foods?

	Not Important at all						Very important
Previous experience	1	2	3	4	5	6	7
Popularity	1	2	3	4	5	6	7
Taste	1	2	3	4	5	6	7
Variety	1	2	3	4	5	6	7
Price	1	2	3	4	5	6	7
Food quality	1	2	3	4	5	6	7
Service quality	1	2	3	4	5	6	7
Restaurant environment	1	2	3	4	5	6	7
Convenience to reach the restaurant	1	2	3	4	5	6	7

18. How many fast foods approximately would you say you and your family consume. (Please answer by placing an "X" on the space provided.).

___ Never
___ Less than twice a month
___ 2 to 3 times a month
___ Approximately once a week
___ More than once a week

Part IV

NOW YOU ARE GIVEN <u>RMB10 COUPON INCENTIVE OF TIAN JIN GOU BU LI STEAMED STUFFED BUNS</u>. please re-answer these questions (same as in part III) by circling the number that best corresponds to your opinion.

1. With respect to those fast foods that you have heard about (Question 1, part II), please indicate how you feel about their **price**.

	Very expensive						Very inexpensive
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

2. With respect to those fast foods that you have heard about (Question 1, part II), please indicate the degree to which you **like** the food.

	Dislike very much						Like very much
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

3. With respect to those fast foods that you have heard about (Question 1, part II), please indicate the degree of your **satisfaction** with the food.

	Very unsatisfactory						Very satisfactory
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

4. With respect to those fast-food restaurants which you have heard of, please indicate how strongly would you **consider buying** those brands in your next purchase.

	Not consider at all						Consider strongly
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

5. With respect to those fast foods that you have heard about (Question 1, part II), please indicate <u>the strength of your **intentions** if you were to make a selection</u>.

	Would definitely **not** intend to buy						Would definitely intend to buy
Tian Jin Gou Bu Li steamed stuffed buns	1	2	3	4	5	6	7
Daksin	1	2	3	4	5	6	7
Kentucky	1	2	3	4	5	6	7
Rong Hua Chicken	1	2	3	4	5	6	7
California Noodles	1	2	3	4	5	6	7
Beijing Quan Ju De roast duck	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Mcdonald's	1	2	3	4	5	6	7
Yong He Dou Jiang	1	2	3	4	5	6	7
Adeyong	1	2	3	4	5	6	7
Malan hand- pulled noodles	1	2	3	4	5	6	7

6. Please think of the next **10** purchases of fast foods. What would be your <u>distribution of the next ten purchases</u>? (The total <u>must</u> add up to 10)

<u>Brand</u>	**<u>Possible purchase Quantity</u>**
Tian Jin Gou Bu Li steamed stuffed buns	___
Daksin	___
Kentucky	___
Rong Hua Chicken	___
California Noodles	___
Beijing Quan Ju De roast duck	___
Pizza Hut	___
Mcdonald's	___
Yong He Dou Jiang	___
Adeyong	___
Malan hand- pulled noodles	___
Total	**10**

Part V

In this section, we would like to know your level of agreement or disagreement with the following statements that represent commonly held opinions. There are no right or wrong answers. Please indicate your choice by circling one number that best reflects the degrees of your opinion.

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
One of the pleasures of life is to be related interdependently with others.	1	2	3	4	5	6	7
I don't like to live close to my good friends.	1	2	3	4	5	6	7
I have a close relationship with my relatives and friends	1	2	3	4	5	6	7
I would help, with my means, if a relative told me that s/he is in financial difficulty.	1	2	3	4	5	6	7
I feel strongly about returning favors to others.	1	2	3	4	5	6	7
It is everyone's responsibility to respect the aged people.	1	2	3	4	5	6	7
I have a very traditional relationship with my parents.	1	2	3	4	5	6	7
What happens to me is my own doing.	1	2	3	4	5	6	7
The most important thing in my life is to make myself happy.	1	2	3	4	5	6	7
When faced with a difficult personal problem, it is better to decide what to do myself, rather than to consult others.	1	2	3	4	5	6	7
One should not go to the extremes in his/her behavior.	1	2	3	4	5	6	7
I feel like powerful people mostly determine what happens in my life.	1	2	3	4	5	6	7
When I get what I want, it's usually because I'm lucky.	1	2	3	4	5	6	7
I can pretty much determine what will happen in my life.	1	2	3	4	5	6	7
It's not always wise for me to plan too far ahead because many things turn out to be a matter of good or bad fortune.	1	2	3	4	5	6	7
My life isn't determined by my own actions.	1	2	3	4	5	6	7
I strive as much as possible to be independent of others (materially or emotionally).	1	2	3	4	5	6	7
I live too much by other people's standards.	1	2	3	4	5	6	7
I feel self-conscious when I'm with people who have a superior position to mine.	1	2	3	4	5	6	7
Showing affection openly is acceptable.	1	2	3	4	5	6	7

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
I always act properly in order to save embarrassment.	1	2	3	4	5	6	7
I am quite shy and self-conscious in social situations.	1	2	3	4	5	6	7
I feel that I'm a person of worth, on an equal plane with others.	1	2	3	4	5	6	7
I'm not satisfied with my present situations.	1	2	3	4	5	6	7
I always do things confidently and positively.	1	2	3	4	5	6	7
I believe that I have the ability to deal with my daily work.	1	2	3	4	5	6	7

PART VI : DEMOGRAPHICS

Instructions: Please answer by placing an "X" on the space provided. Where a written answer is required, please write your response in the lined space.

1. Are you ___ Male ___ Female

2. Are you ___ Single
   ___ Married of living together
   ___ Separated or divorced
   ___ Widowed

3. Do you have Child? ____ Yes ____ No

4. Please indicate your age bracket.

   ___ under 20 years
   ___ 20 to 29 years
   ___ 30 to 39 years
   ___ 40 to 49 years
   ___ 50 to 59 years
   ___ 60 years and over

5. Please indicate your monthly family gross income bracket.

   ___ 1 - 499 RMB
   ___ 500 – 999 RMB
   ___ 1000 – 1999 RMB
   ___ 2000 – 2999 RMB
   ___ 3000 – 3999 RMB
   ___ 4000 – 4999 RMB
   ___ 5000 – 6999 RMB
   ___ 7000 – 8999 RMB
   ___ 9000 and over

6. Size of your family: ___ 1 ___ 2 ___ 3 ___ 4 ___ 5 or more

7. Please indicate the highest level of education attained by:

Yourself	Your spouse	
_____	_____	Elementary school
_____	_____	Middle school
_____	_____	High school
_____	_____	CEGEP, community college/technical diploma
_____	_____	Under graduate university degree
_____	_____	Graduate university degree and over

7. What is your occupation? ____

   If you are married/living together, what is the occupation of your spouse?_________
   ____.

问卷编类：A
问卷编号：
访问员姓名：

先生/女士：

您好！

我是捷思市场研究公司的访问员。我们正在帮助加拿大CONCORDIA大学进行一项有关对快餐店及中国消费者的文化背景的研究工作。

我想请您帮助填写这份调研问卷，一共可能会耽误您大约25分钟时间。对您所提供的所有信息我们都会保密。

衷心地感谢您的支持！

捷思市场研究公司
加拿大 CONCORDIA大学商学院
2002年5月

第一部分 甄别问卷

这项评估没有正确答案。请在您所选择的答案后的横线上划上"√"。

1. 在以下快餐中，哪些品牌是您曾经听说过的？

天津狗不理包子	___	必胜客	___
德克士	___	麦当劳	___
肯德鸡	___	永和豆浆	___
荣华鸡	___	艾德熊	___
加州拉面	___	马兰拉面	___
北京全聚德烤鸭	___		

第二部分

注意：对以下所有问题的选择，都是建立在以上您所听说过的品牌的基础上，完全没有听说过的品牌请不予考虑。

1. 在以下快餐中，如果您有 第一购买选择，请问您会选择哪一个？（注意：只能选一个。）

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

2. 请问在您听说过的品牌中，如果可以有多个选择，您会先想到购买下列哪些品牌?

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

3. 在您听说过的品牌中，请选出那些您根本不会购买的品牌。（注意：完全没有听说过的品牌请不要进行评估）。

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

4. 在您听说过的品牌中，请选出那些您了解很少的品牌。（注意：完全没有听说过的品牌请不要进行评估）。

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

5. 在您听说过的品牌中，请选出那些您有一定的了解，但这些了解还是不足以决定您是否很想购买的品牌。（注意与第5题对品牌了解程度的区别）。

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

6. 在您听说过的所有品牌中，请按照您对以下快餐品牌的偏爱进行排序，最喜欢的请标上"1"，第二喜欢的请标上"2"，依此类推。对完全没有听说过的快餐品牌，请不要排序。

天津狗不理包子	__	必胜客	__
德克士	__	麦当劳	__
肯德鸡	__	永和豆浆	__
荣华鸡	__	艾德熊	__
加州拉面	__	马兰拉面	__
北京全聚德烤鸭	__		

第三部分

以下问卷是想了解您对那些您听说过的快餐品牌的一些认识。这项评估同样没有正确答案。请在以下您所选的答案上划一个圆圈。

请再次注意：所有的选择只建立在您听说过的快餐品牌上，完全没有听说过的请不用作出任何评估。

1. 在以下您听说过的品牌中，请对您所持有的信息量进行评估。（提示：信息量可包括价格、品种、口味、发展历史、快餐店的位置……)。

	信息量很少			信息量中等			有足够信息
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

2. 在以下您听说过的品牌中,请对您的用餐经验进行评估。(注意：完全没有听说过的品牌请不要进行评估）。

	完全没有 用餐经验			中等 用餐经验			有很多 用餐经验
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

3. 在您听说过的以下快餐品牌中，请对这些快餐的味道进行评估。

	味道很差			一般			味道极好
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

4. 在您听说过的以下快餐品牌中，请对这些快餐的品种多少进行评估。

	品种极少			中等			品种很多
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

5. 在您听说过的以下快餐品牌中，请对这些快餐的价格进行评估。

	很贵			中等			很便宜
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

6. 在您听说过的以下快餐品牌中，请您对这些快餐的质量进行评估。

	很差			中等			很好
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

7. 在您听说过的以下快餐品牌中，请对这些快餐店服务的质量进行评估。

	很差			中等			很好
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

8. 在您听说过的以下快餐品牌中，请对这些快餐店的环境进行评估。

	很差			中等			很好
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

9. 在您听说过的以下快餐品牌中，请对去这些快餐店的方便程度进行评估。

	很不方便			中等			很方便
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

10. 在您听说过的以下快餐品牌中，请对这些快餐的总体喜欢程度进行评估。

	很不喜欢			中等			很喜欢
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

11. 在您听说过的以下快餐品牌中，请对这些快餐店的总体满意度进行评估。

	很不满意			中等			很满意
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

12. 在您听说过的以下快餐品牌中，请指出在评估时,您对自己选择的自信程度.

	很没自信			中等自信			很有自信
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

13. 在您听说过的以下快餐品牌中，请填写您对它们的评估的准确度.

	很难说			中等准确			很准确
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

14. 在您听说过的以下快餐品牌中，请说出您在选择快餐时, 可能会想到以下品牌的机会。

	根本不会想到						一定会想到
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

15. 在您听说过的以下快餐品牌中，请说出您<u>购买</u>以下快餐<u>的可能性.</u>

	一定不会买						一定会买
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

16. 如果您将有10次购买快餐的机会,您会如何分配这10次机会给以下快餐?
(对一种餐可进行多次购买,但总数相加一定为10)。

品牌	可能购买的次数
天津狗不理包子	________
德克士	________
肯德鸡	________
荣华鸡	________
加州拉面	________
北京全聚德烤鸭	________
必胜客	________
麦当劳	________
永和豆浆	________
艾德熊	________
马兰拉面	________
总数	共 10_次_

17. 请填写在评估快餐品牌时,以下评估因素的重要性。

	根本不重要						非常重要
过去的使用经验	1	2	3	4	5	6	7
快餐的味道	1	2	3	4	5	6	7
品种的多样性	1	2	3	4	5	6	7
价格	1	2	3	4	5	6	7
食品的质量	1	2	3	4	5	6	7
服务的质量	1	2	3	4	5	6	7
快餐店的环境	1	2	3	4	5	6	7
去快餐店的方便程度	1	2	3	4	5	6	7

18. 请选择您和您的家人对快餐的购买习惯。(请在所选的答案前的横线上划上 "\")。

______ 从不购买

______ 一个月少于2次

______ 一个月2-3 次

______ 每周接近1次

______ 每周超过1次

第四部分

现在如果"**天津狗不理包子"连锁店**进行促销，对每个顾客赠送一张价值15元人民币的的赠券,请您再次填写以下部分问卷。请在所选的答案上划上一个圆圈。

- 评估仍只在听说过的品牌之中进行,没有听说的品牌请继续不要填写。
- 无论该促销活动是否影响您对"天津狗不理包子"或其它品牌的评估，都请完成以下问卷。

1. 在您听说过的以下快餐品牌中，当"天津狗不理包子"连锁店进行15元赠券促销后，
   您认为这些快餐的价格如何？

	很贵			中等			很便宜
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

2. 在您听说过的以下快餐品牌中，当"天津狗不理包子"连锁店进行15元赠券促销后，
   您对这些快餐的总体喜欢程度如何？

	很不喜欢			一般			很喜欢
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

3. 您听说过的以下快餐品牌中，当"天津狗不理包子"连锁店进行15元赠券促销后，
您对这些快餐店的总体满意度如何？

	很不满意			一般			很满意
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

4. 在您听说过的以下快餐品牌中，当"天津狗不理包子"连锁店进行15元赠券促销后，
请填写您在选择快餐时，会想到以下品牌吗？

	根本不会想到						一定会想到
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

5. 在您听说过的以下快餐品牌中，当"天津狗不理包子"连锁店进行15元赠券促销后，
您购买以下快餐的可能性如何？

	一定不会买						一定会买
天津狗不理包子	1	2	3	4	5	6	7
德克士	1	2	3	4	5	6	7
肯德鸡	1	2	3	4	5	6	7
荣华鸡	1	2	3	4	5	6	7
加州拉面	1	2	3	4	5	6	7
北京全聚德烤鸭	1	2	3	4	5	6	7
必胜客	1	2	3	4	5	6	7
麦当劳	1	2	3	4	5	6	7
永和豆浆	1	2	3	4	5	6	7
艾德熊	1	2	3	4	5	6	7
马兰拉面	1	2	3	4	5	6	7

6. 当"天津狗不理包子"连锁店进行15元赠券促销后,如果你仍将有10次购买快餐的机会,您会如何重新分配这10次机会给以下快餐?(对一种餐可进行多次购买,但总数相加一定为10).

品牌	可能购买的次数
天津狗不理包子	________
德克士	________
肯德鸡	________
荣华鸡	________
加州拉面	________
北京全聚德烤鸭	________
必胜客	________
麦当劳	________
永和豆浆	________
艾德熊	________
马兰拉面	________
总数	共 10_次_

第五部分

请您对以下所陈述的各种观念进行评估。这项评估没有正确答案，请您选出一个能够代表您真实意见的答案，并将它划上一个圆圈。从"1"到"7"分别代表从"非常不同意"到"非常同意"的程度。

	非常不同意	不同意	有一点不同意	中立	有一点同意	同意	非常同意
与他人相互依存是人生的快乐之一。	1	2	3	4	5	6	7
我不喜欢与我的好朋友住得很近。	1	2	3	4	5	6	7
我和我的朋友关系密切。	1	2	3	4	5	6	7
如果我的亲戚告诉我他/她有金钱方面的困难，我会用自己的方式去帮助他/她。	1	2	3	4	5	6	7
对于别人给我的帮助，我觉得一定要给予回报。	1	2	3	4	5	6	7
尊重老人是每一个人的责任。	1	2	3	4	5	6	7
我和我的父母的关系是非常传统的。	1	2	3	4	5	6	7
发生在我身上的事情应该由我自己承担。	1	2	3	4	5	6	7
在我生命中最重要的事情就是让自己快乐。	1	2	3	4	5	6	7
当面临个人问题时，最好自己一个人决定应该如何处理，而不应去征求其他人的意见。	1	2	3	4	5	6	7
任何人的行为都不应该走极端。	1	2	3	4	5	6	7
我觉得一些对我很有影响力的人决定了我的人生道路。	1	2	3	4	5	6	7
每当我得到了我想得到的东西时，我通常觉得是因为我的幸运。	1	2	3	4	5	6	7
我未来的命运将主要由我自己决定。	1	2	3	4	5	6	7
有时早早就人为地作出计划并不明智，因为很多事情命中就已注定了。	1	2	3	4	5	6	7

	非常不同意	不同意	有一点不同意	中立	有一点同意	同意	非常同意
我的一生并不是由我自己的行为而决定的。	1	2	3	4	5	6	7
我尽最大的力量去奋斗来争取自我独立（物质或精神）。	1	2	3	4	5	6	7
我太在意他人的观点。	1	2	3	4	5	6	7
当我和一些职位比我高的人在一起时，我总是有自知之明。	1	2	3	4	5	6	7
公开表露情感是可以被接受的事情。	1	2	3	4	5	6	7
为了减少尴尬，我总是尽量注意小节。	1	2	3	4	5	6	7
在公众场合下，我总是非常羞涩，也很有自知之明。	1	2	3	4	5	6	7
我任为我是有价值的，在一个与他人平等的位置上。	1	2	3	4	5	6	7
我对我的现状不满意。	1	2	3	4	5	6	7
我做事总是既有信心又态度积极。	1	2	3	4	5	6	7
我相信我有能力处理好每天的工作。	1	2	3	4	5	6	7

第六部分 背景资料

请在所选的答案前的横线上划上“ √” 。

1. 您是 _____女性 _____男性

2. 您是 _____单身 _____已婚或同居 _____分居或离婚 _____丧偶

3. 您有小孩么? _____ 有 _____ 无

4. 您的年龄是在:

_____ 20岁以下 _____ 30-39岁 _____ 50-59岁

_____ 20-29岁 _____ 40-49岁 _____ 60岁以上

5. 您的家庭月收入是在:

_____ 1-499元 _____ 2000-2999元 _____ 5000-6999元

_____ 500-999元 _____ 3000-3999元 _____ 7000-8999元

_____ 1000-1999元 _____ 4000-4999元 _____ 9000元以上

6. 您的家庭成员人数是: _____1 _____2 _____3 _____4 _____5。

7. 请填写您和您配偶的教育程度:

您本人 您配偶

_____ _____ 小学

_____ _____ 初中

_____ _____ 高中或 职业专科学校

_____ _____ 大专

_____ _____ 大学本科

_____ _____ 硕士以上

8. 您的职业_______________。 如果您已婚或同居,您配偶的职业_______________。